



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Denali National Park and Preserve Visitor Study

Summer 2006



University of Idaho

Park Studies Unit
Visitor Services Project
Report 180



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February 2007

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Bret Meldrum and Jessica Evans are National Park Service VSP Research Assistants, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Jeff and Debby Chabbot, Erin Dwyer, Gusse, other volunteers and staff of Denali National Park and Preserve for their assistance in this project. We thank David Vollmer for his technical assistance.

**Visitor Services Project
Denali National Park & Preserve
Report Summary**

- This report describes the results of a visitor study at Denali National Park (NP) & Preserve during August 1-7, 2006. A total of 1008 questionnaires were distributed to visitor groups. Of those, 817 questionnaires were returned, resulting in an 81.1% response rate.
- This report profiles a systematic random sample of Denali NP & Preserve visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-one percent of visitor groups were in groups of two, 28% were in groups of three or four, and 27% were groups of five or more. Fifty-eight percent of visitor groups were family groups. Fifty-one percent of groups traveled to the park with a commercial guided tour group. Sixty-one percent of visitors were ages 36-65 years and 7% were ages 15 years or younger. Nine percent of visitor groups contained members with physical conditions that affected their park experience. Eighty-five percent of visitors visited the park for the first time.
- Prior to this visit, visitor groups most often obtained information about Denali NP & Preserve through travel guides/tour books (64%), friends/relatives/word of mouth (49%), and packaged tours (40%). Most groups (88%) received the information they needed about the park.
- Eighty-four percent of visitor groups' primary reason for traveling to the Denali NP & Preserve area (Healy to Trapper Creek/Talkeetna) was to visit Denali NP & Preserve. The reasons for visiting the park and preserve that received the highest combined proportions of "extremely important" and "very important" ratings included viewing wildlife (93%, N=793), visiting Alaska (89%, N=789), and viewing Mount McKinley (82%, N=788).
- Seventy-eight percent of visitor groups spent five or more hours at the park, 13% spent two to four hours, and 10% spent up to one hour. Seventy-two percent of visitor groups spent two or three days at the park and 15% spent four or more days.
- The most common activities that visitor groups participated in were viewing scenery (93%), viewing wildlife (91%), and experiencing wilderness (57%).
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used facilities by visitor groups included the Denali Visitor Center (85%), train depot (52%), and Wilderness Access Center (51%). The facilities that received the highest combined proportions of "extremely important" and "very important" ratings included park campgrounds (88%, N=109) and the train depot (77%, N=364). The facilities that received the highest combined proportions of "very good" and "good" quality ratings included the sled dog kennels (95%, N=184) and Denali Visitor Center (93%, N=620). The most used services by visitor groups included the park brochure/map (73%), assistance from information desk staff (54%), and Visitor Transportation System (41%). The services that received the highest combined proportions of "extremely important" and "very important" ratings included the Tundra Wilderness Tour (98%, N=265) and Visitor Transportation System in park (95%, N=307). The services that received the highest combined proportions of "very good" and "good" quality ratings included airplane landing on park glaciers (95%, N=38), Tundra Wilderness Tour into park (94%, N=264), guided hikes/talks (94%, N=92), and ranger-led programs/walks/talks (94%, N=146).
- Most visitor groups (93%) rated the overall quality of services, facilities, and recreational opportunities at Denali NP & Preserve as "very good" or "good." Less than 2% of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website http://www.psu.uidaho.edu

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INTRODUCTION

This report describes the results of a visitor study at Denali NP & Preserve during August 1-7, 2006 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

- Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross-references and cross comparisons.

These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU.

Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

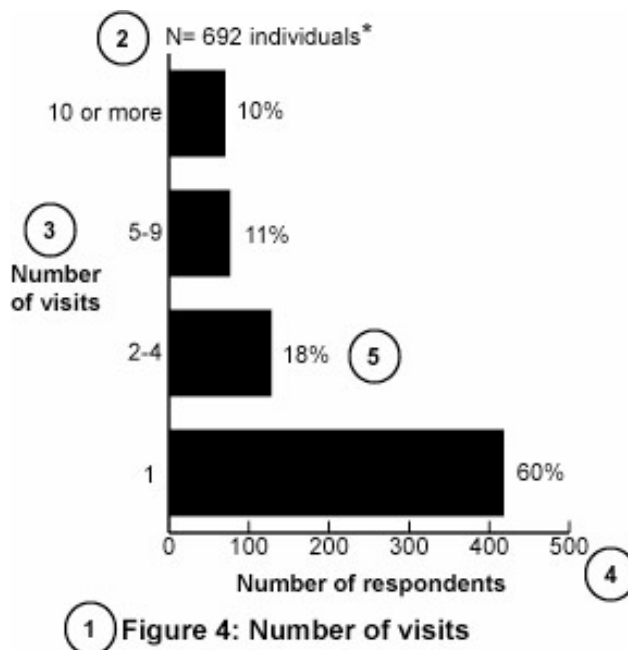
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
 - * appears when total percentages do not equal 100 due to rounding.
 - ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with visitor groups, and 1008 questionnaires were distributed to a systematic random sample of visitor groups that arrived at Denali NP & Preserve visitor center during the period from August 1-7, 2006.

Table 1: Questionnaire distribution location

N=number of questionnaires distributed.

Sampling site	N	Percent
Talkeetna	49	5
Wilderness Access Center	246	24
Train Depot	465	46
Denali Visitor Center	248	25
	1008	100

Questionnaire design

The Denali NP & Preserve questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Denali NP & Preserve. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test Denali NP & Preserve questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes, with the person who had the next birthday was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were asked for their names, addresses, and telephone numbers to mail them a reminder/thank you postcard and follow-ups. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of August 1-7, 2006. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather for the duration of the survey period was primarily overcast with the occasional sunny and rainy day. Temperatures ranged from 40 to 60-degrees during the daytime. The climbing season had ended by the time this survey was conducted. As a result, climbing visitor populations were not represented. There were two bluegrass festivals that were held in Talkeetna and Nenana. This could have affected visitation to the park and preserve.

Checking Non-response Bias

At Denali NP & Preserve, 1067 visitor groups were contacted and 1008 of these groups (94%) accepted the questionnaire. Questionnaires were completed and returned by 1008 visitor groups, resulting in a 81.1% response rate for this study. The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire and group size.

Table 2 shows that there is insignificant difference between respondent and non-respondent in group size. There is a significant different in ages between respondents and non-respondents. However, in mail back survey, the respondent ages are often higher of than nonrespondents (see Appendix 3 for more details of the non-response bias checking procedure.) The acceptable difference in ages is within 5 years. Thus, non response bias for this study is judge to be insignificant.

Table 2: Comparison of respondents and non-respondents
Age and Group size

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	771	54.1	193	49.3	<0.01
Group size	770	5.99	187	4.65	0.113

RESULTS

Demographics

Visitor group size

Question 19a

On this visit, how many people were in your personal group, including yourself?

Results

- 41% were in groups of two (see Figure 1).
- 27% of visitors were in groups of five or more
- 21% were in groups of four

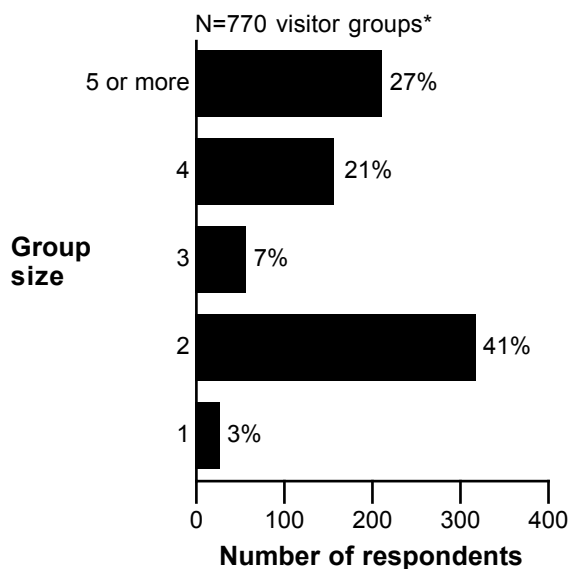


Figure 1: Visitor group size

Visitor group type

Question 18

On this visit, what kind of personal group (not guided tour/educational/organized group) were you with?

Results

- 58% of visitor groups were made up of family members (see Figure 2).
- 16% were friends.
- “Other” groups (8%) included:

Tour group
Significant other
Organized group
Co-workers

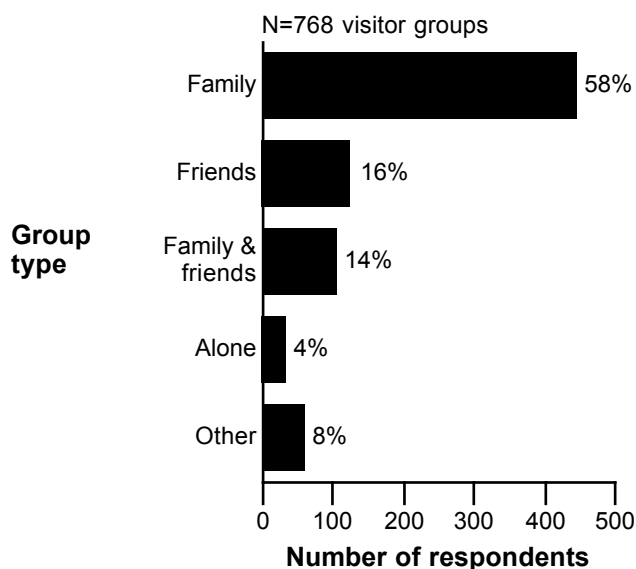


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 20a

On this visit, were you and your personal group with a commercial guided tour group?

With guided tour group?

Results

- 51% of visitor groups were traveling with a commercial guided tour group (see Figure 3).

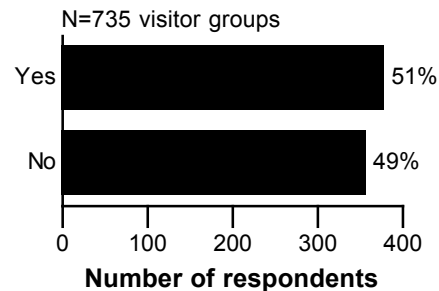


Figure 3: Visitors traveling with a commercial guided tour group

Question 20b

On this visit, were you and your personal group with an educational group (school, etc.)?

With school/ educational group?

Results

- As shown in Figure 4, one percent of visitor groups were traveling with an educational group (school, etc.).

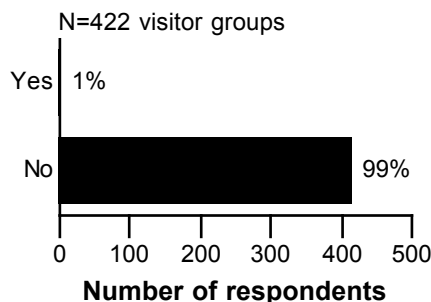


Figure 4: Visitors traveling with an educational group (school, etc.)

Question 20c

On this visit, were you and your personal group with any other organized group (church, business, etc.)?

With another organized group?

Results

- Four percent of visitor groups were traveling with another organized group (see Figure 5).

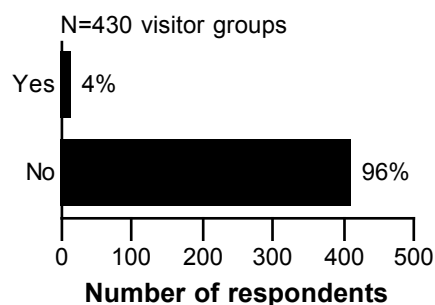


Figure 5: Visitors traveling with any other organized group (church, business, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 21a

For you and your personal group, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 90 years old.
- 69% of visitors were in the 41-70 years age group (see Figure 6).
- 10% were 71 years or older.
- 7% were 15 years or younger.

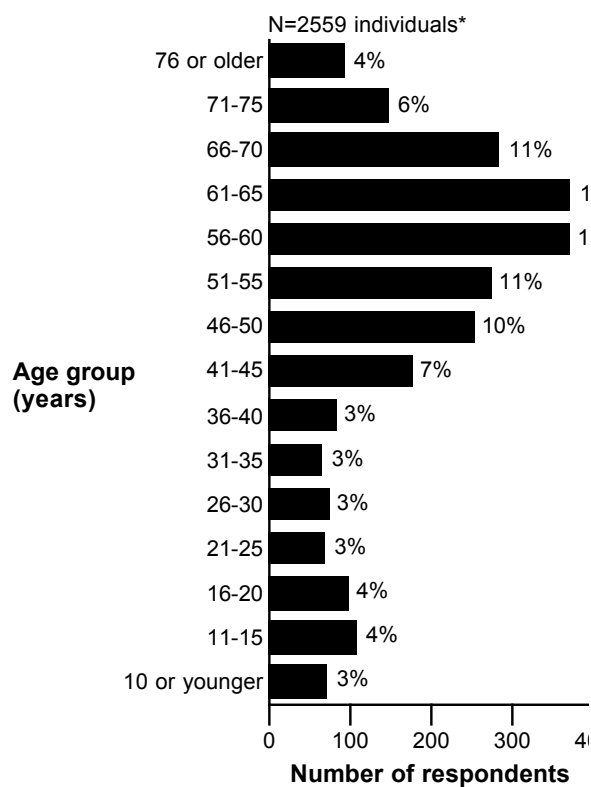


Figure 6: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred language for speaking and reading

Question 23a

Is English the primary language you and your personal group prefer to speak and read?

Results

- 94% of visitor groups used English as their primary language for speaking and reading (see Figure 7).

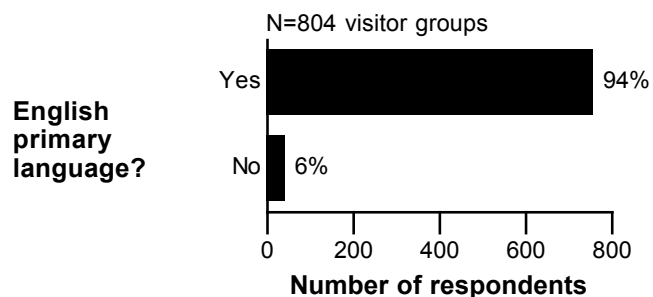


Figure 7: English as primary language for speaking and reading

Services to be provided in languages other than English

Question 23b

If NO, what services in the park would you like to have provided in languages other than English?

Results - Interpret with CAUTION!

- Park services that visitor groups (N=24) would like to have provided in languages other than English included:

Brochures
Maps
Park website
Alaskan Railroad
Bus tour
Visitor center information
Information on bear encounters
Wilderness information

Additional languages to provide services

Question 18d

Which language?

Results - Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable data (see Figure 8).

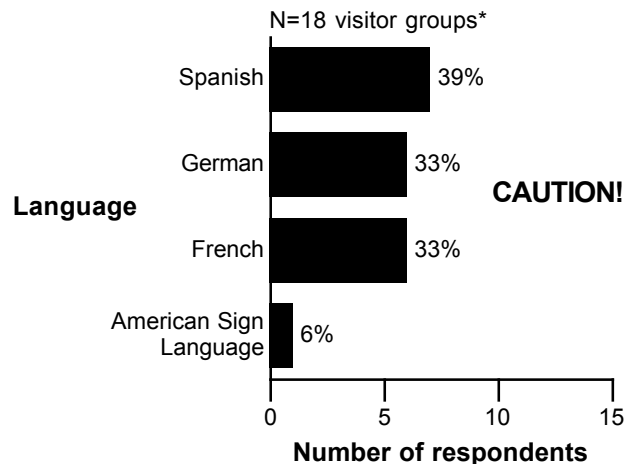


Figure 8: Language services to be provided

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with disabilities/impairments

Question 24a

Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 9% of visitor groups had member(s) with a physical condition that affected their park experience (see Figure 9).

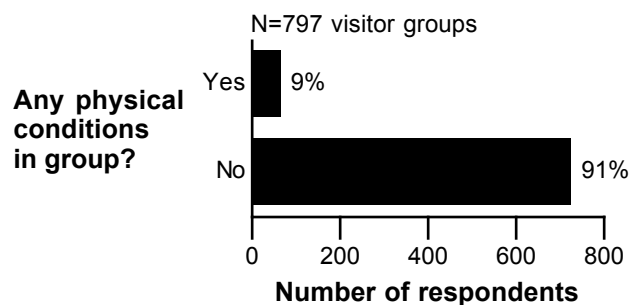


Figure 9: Visitors with physical conditions

Question 24b

If YES, what activities or services did the person(s) have difficulty accessing or participating in?

Results

- 59% of visitor groups containing member(s) with physical conditions had difficulty accessing trails (see Figure 10).
- 44% had difficulty accessing bus tours/transportation
- “Other” activities/services (15%) included:

Walking
Bus tours
Standing
Rafting
Dog sled demo

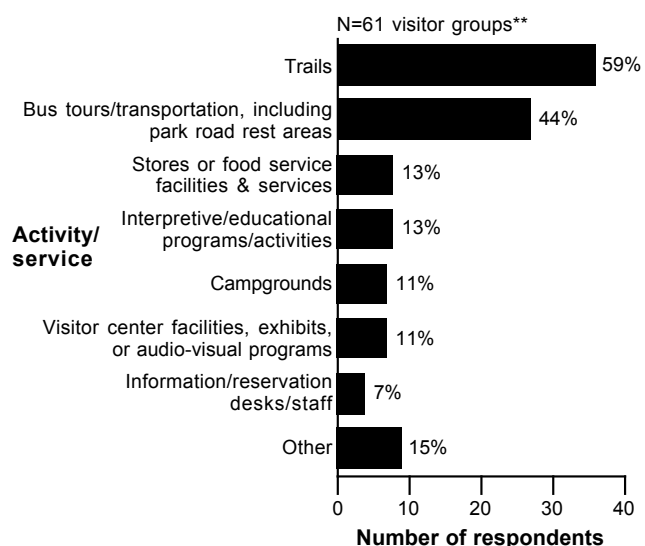


Figure 10: Activities or services person(s) had difficulty accessing or participating in

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 24c

Because of the physical condition, what specific problems did the person(s) have during this visit to Denali NP & Preserve?

Results

- 93% of visitor groups having member(s) with physical conditions listed the specific problem as being “mobility (difficulty accessing facilities, services, or programs even with walking aid and/or wheelchairs).”
- 13% were “hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or reservation desk staff even with hearing aid).”
- “Other” specific problems (12%) included:
 - Walking
 - Walking on unstable ground
 - Getting on/off bus
 - Age
 - Buses not handicap accessible
 - Would have liked to drive further

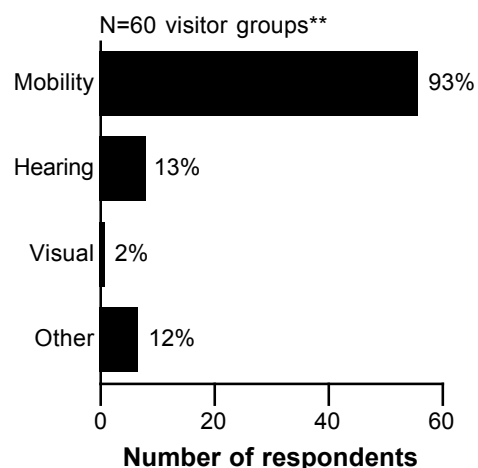
Physical condition

Figure 11: Specific problems encountered on visit because of physical condition

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to the park in the last 5 years

Question 21c

How many times have you visited the park in the last five years (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 91% of individuals were visiting the park once in the past five years (see Figure 12).
- 7% visited two or three times.
- 2% visited 4 or more times.

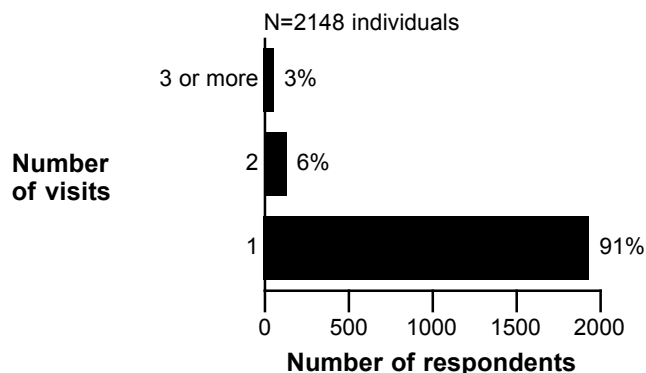


Figure 12: Number of visits to park in the last five years

Number of lifetime visits to the park

Question 21d

How many times have you visited the park in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 85% of visitors visited the park for the first time (see Figure 13).
- 10% visited two or three times.
- 4% visited four or more times.

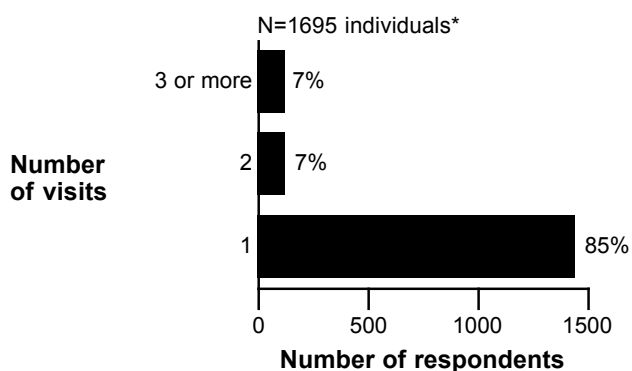


Figure 13: Number of lifetime visits to park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 21b

What is your state of residence?

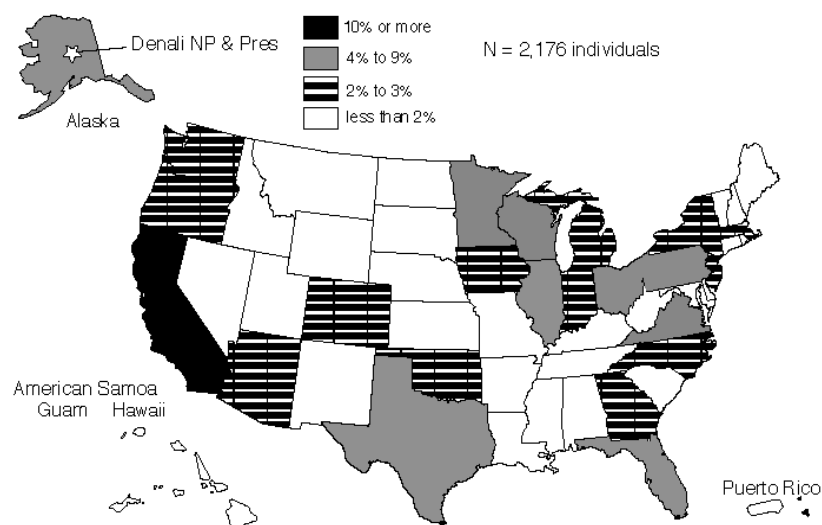
Table 3: United States visitors by state of residence*

Note: Response was limited to seven members from each visitor group.

	State	Number of visitors	Percent of U.S. visitors N=2,176 individuals	Percent of total visitors N=2,374 individuals
Results	California	266	12	11
• U.S. visitors comprised 92% of total visitation to the park (see Table 3 and Map 1).	Alaska	130	6	5
	Texas	116	5	5
	Pennsylvania	102	5	4
	Illinois	88	4	4
• 12% of U.S. visitors came from California.	Minnesota	87	4	4
	Wisconsin	87	4	4
	Florida	84	4	4
• 6% came from Alaska.	Ohio	84	4	4
	Virginia	78	4	3
• 5% came from Texas.	New Jersey	72	3	3
	New York	70	3	3
	Michigan	68	3	3
• 5% came from Pennsylvania.	Colorado	64	3	3
	Massachusetts	54	2	2
• Smaller proportions came from 46 other states and Puerto Rico	Iowa	49	2	2
	North Carolina	48	2	2
	Arizona	46	2	2
	Oregon	42	2	2
	Indiana	37	2	2
	Oklahoma	36	2	2
	Washington	36	2	2
	Georgia	35	2	1
	Maryland	32	1	1
	Connecticut	29	1	1
	Kansas	27	1	1
	Missouri	27	1	1
	Tennessee	27	1	1
	Utah	25	1	1
	Arkansas	23	1	1
	Louisiana	21	1	1
	Nevada	19	1	1
	South Carolina	17	1	1
	Idaho	16	1	1
	North Dakota	16	1	1
	Maine	15	1	1
	New Hampshire	14	1	1
	Mississippi	11	1	<1
	South Dakota	11	1	<1
	11 other states and Puerto Rico	67	3	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer



Map 1: Proportions of United States visitors by state of residence

International visitors by country of residence

Question 21b

What is your country of residence?

Table 4: International visitors by country of residence *

Note: Response was limited to seven members from each visitor group.

Results

- International visitors comprised 8% of total visitation to the park (see Table 4).
- 28% of international visitors came from Canada.
- 12% each came from the Switzerland, Australia, and England.
- 8% came from Germany and New Zealand.
- Smaller proportions came from 12 other countries.

Country	Number of visitors	Percent of international visitors N=198 individuals	Percent of total visitors N=2,374 individuals
Canada	55	28	2
Switzerland	24	12	1
Australia	23	12	1
England	23	12	1
Germany	15	8	<1
New Zealand	15	8	<1
Spain	13	7	<1
France	5	3	<1
Sweden	5	3	<1
Czech Republic	3	2	<1
Greece	3	2	<1
Holland	3	2	<1
Taiwan	3	2	<1
Mexico	2	1	<1
Northern Ireland	2	1	<1
Philippines	2	1	<1
Austria	1	1	<1
Bulgaria	1	1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/visit characteristics and preferences

Information sources prior to visit

Question 2a

Prior to this visit, how did you and your group obtain information about Denali National Park and Preserve?

Results

- 6% of visitor groups did not obtain any information about the park prior to their visit (see Figure 14).
- As shown in Figure 15, of those who obtained information (94%), the most common sources of information included:
 - 64% Travel guides/tour books
 - 49% Friends/relatives/word of mouth
 - 40% Package tours
- "Other" sources of information (6%) are included in Table 5.

Table 5: "Other" sources of information

N= 47 comments;
some visitor groups made
more than one comment.

Comment	Number of times mentioned
Tour/cruise/AAA	9
Additional NPS sources	6
Word of mouth	6
The Milepost	5
Own interest	4
Found limited/confusing information	3
Previous knowledge	3
Denali Foundation	2
TV	2
Other comments	7

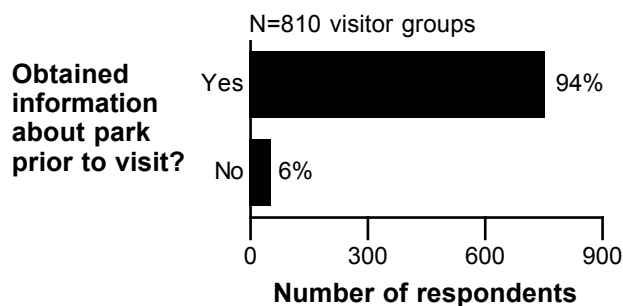


Figure 14: Visitors who obtained information about park prior to this visit

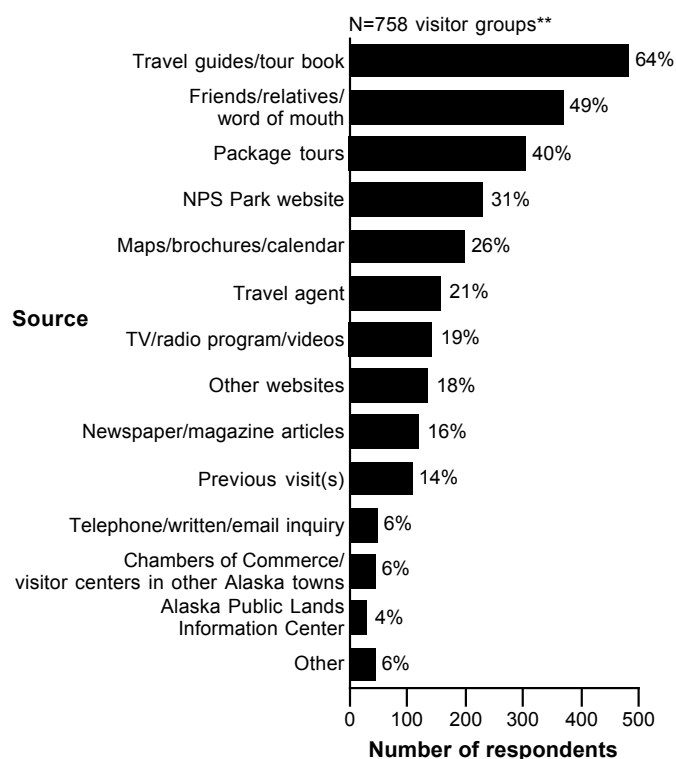


Figure 15: Sources of information used by visitor groups prior to this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 2b

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results

- 88% of visitor groups obtained the information they needed to prepare for this trip to Denali NP & Preserve (see Figure 16).

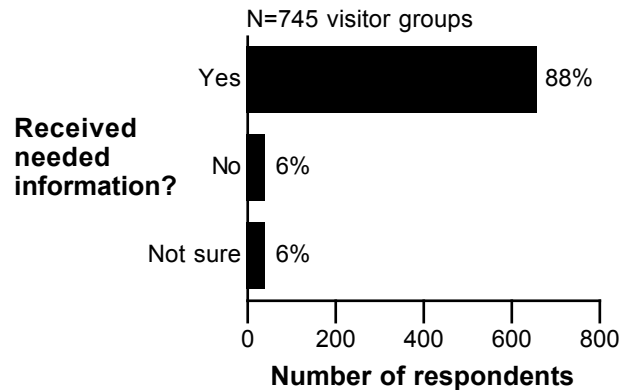


Figure 16: Visitor groups who obtained needed information prior to this visit to Denali NP & Preserve

Question 2d

If NO, what type of information did you and your group need that was not available?

Results

- Additional information that visitor groups (N=44) needed but was not available through these sources are shown in Table 6.

Table 6: Information not available

N= 44 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
Bus/shuttle schedules	12
Services/general	11
Tour specifics	11
Hiking	6
Detailed map	6
Information prior to arriving	4
Activities in park	3
Access/restrictions	3
Wildlife	2
Dog exhibitions	2
Lodging	2
Other comments	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor awareness of management of Denali National Park and Preserve

Question 1a

Prior to your visit, were you and your group aware that Denali NP & Preserve is a unit of the National Park Service?

Results

- 83% of visitor groups were aware Denali National Park and Preserve is a unit of the National Park Service (see Figure 17).
- 13% were not aware.
- 4% were not sure.

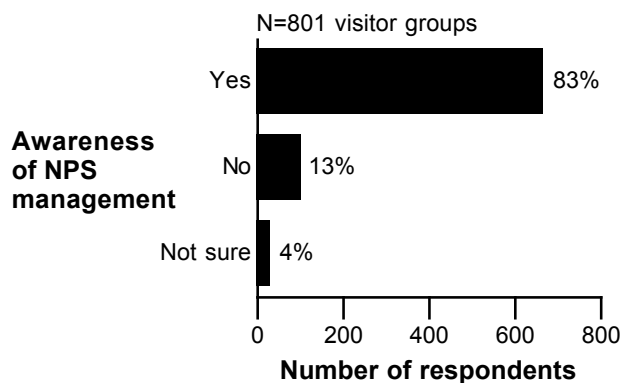


Figure 17: Awareness of management of Denali National Park and Preserve

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

How Denali NP & Preserve fit into travel plans

Question 3

How did this visit to Denali NP & Preserve fit into your travel plans?

Results

- 88% of visitor groups reported that their visit to the park and preserve was one of several destinations (see Figure 18).

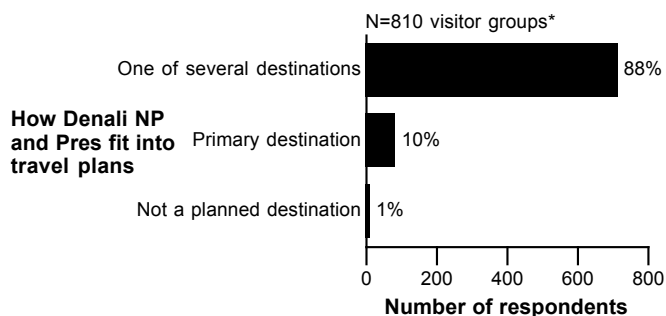


Figure 18: How Denali NP & Preserve fit into travel plans

Primary reason for visiting Denali National Park and Preserve area

Question 4

What was your primary reason that you and your group visited the Denali NP & Preserve area (Healy to Trapper Creek/Talkeetna)?

Results

- 1% of visitor groups were residents of the local area (see Figure 19).
- As shown in Figure 20, the most common reasons for visiting the Denali NP & Preserve area for non-local residents were:

84% Visit the park
8% Visit other attractions in the area

- “Other” primary reasons (5%) for visiting included:

Part of cruise/tour
Work
Visit Alaska

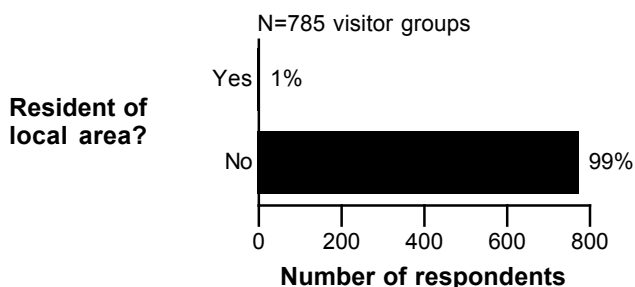


Figure 19: Resident of the Denali National Park and Preserve area (Healy to Trapper Creek/Talkeetna)

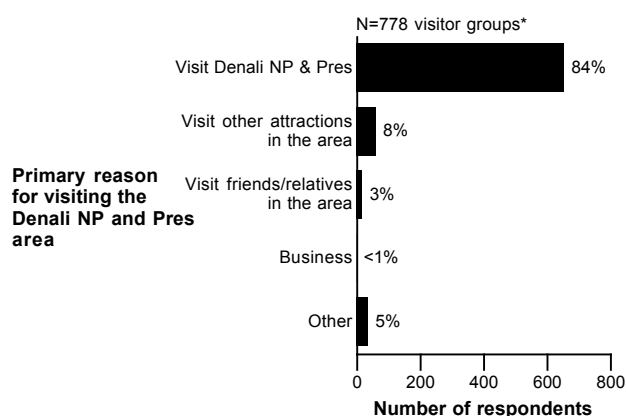


Figure 20: Reason for visiting the Denali National Park and Preserve area (Healy to Trapper Creek/Talkeetna)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings for reasons for visiting Denali NP & Preserve

Question 5

How important were the following reasons for visiting Denali NP & Preserve to you and your group?

- 1=Extremely important
- 2=Very important
- 3=Moderately important
- 4=Somewhat important
- 5=Not important

Results

- Figure 21 shows the combined proportions of “extremely important” and “very important” ratings that were rated by 30 or more visitor groups.
- The reasons for visiting that received the highest combined proportions of “extremely important” and “very important” were:

- 93% Viewing wildlife
- 93% Enjoying scenic beauty
- 89% Visiting Alaska
- 82% Viewing Mount McKinley

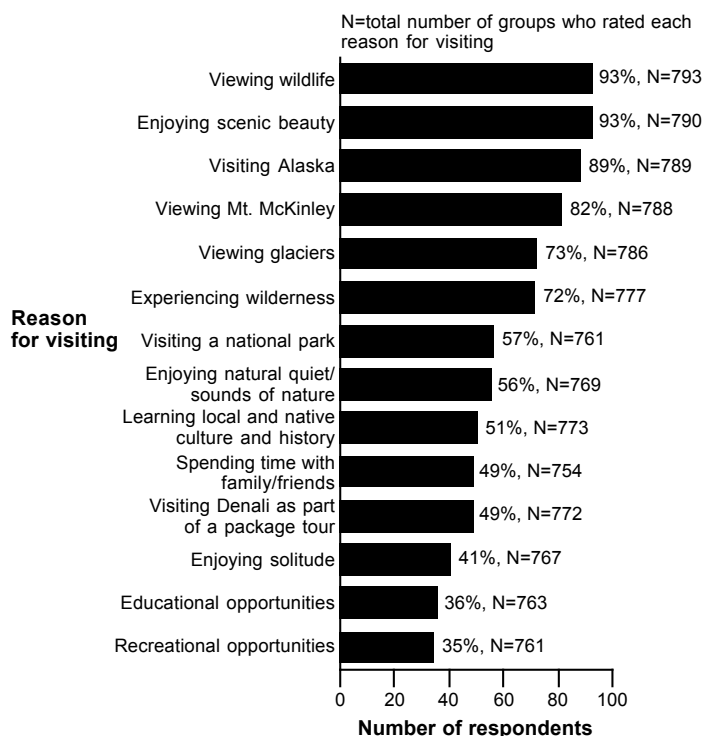


Figure 21: Combined “extremely important” and “very important” ratings for the reasons for visiting Denali NP & Preserve

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

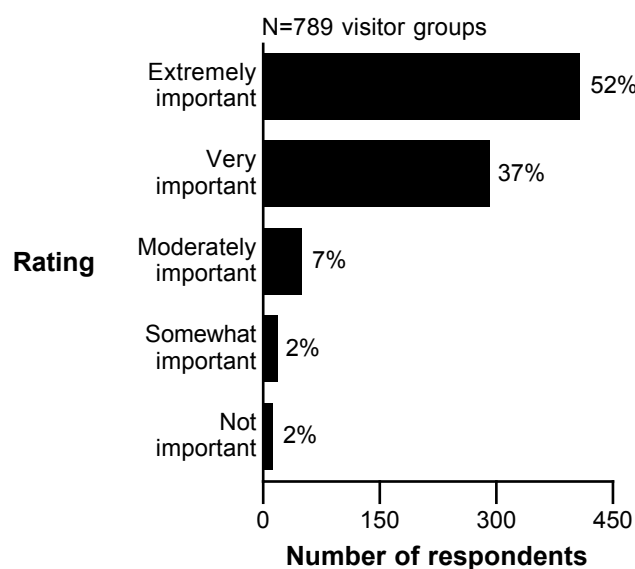


Figure 22: Importance of visiting Alaska

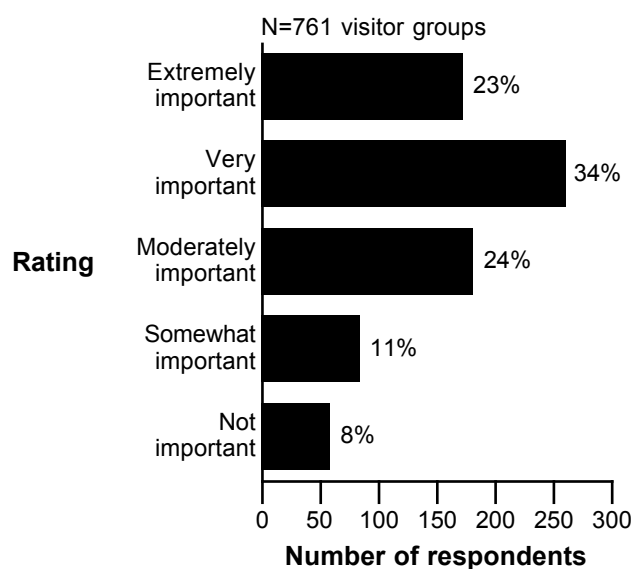


Figure 23: Importance of visiting a national park

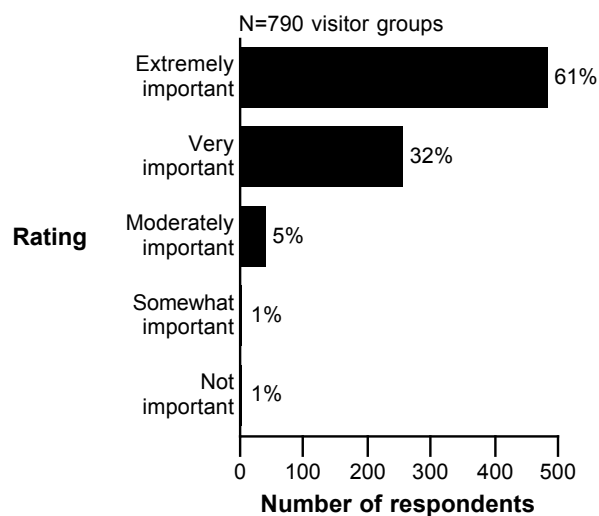


Figure 24: Importance of enjoying scenic beauty

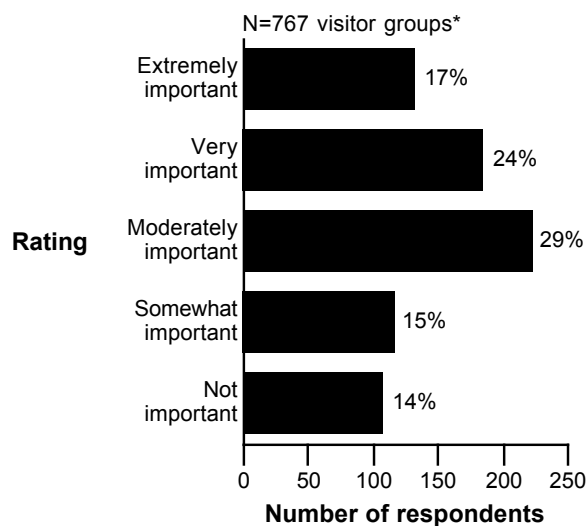


Figure 25: Importance of enjoying solitude

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

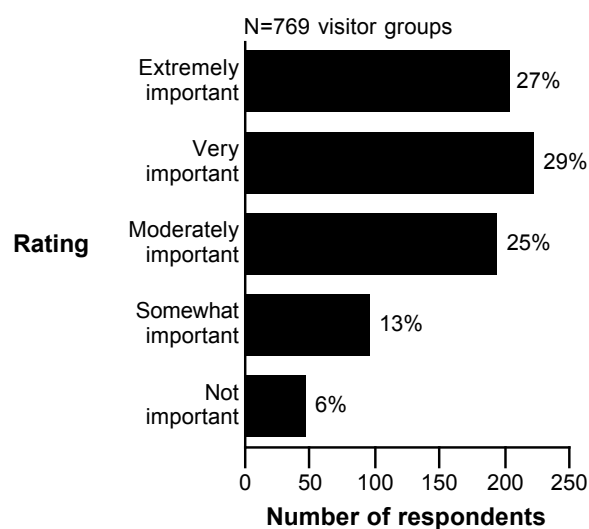


Figure 26: Importance of enjoying natural quiet/sounds of nature

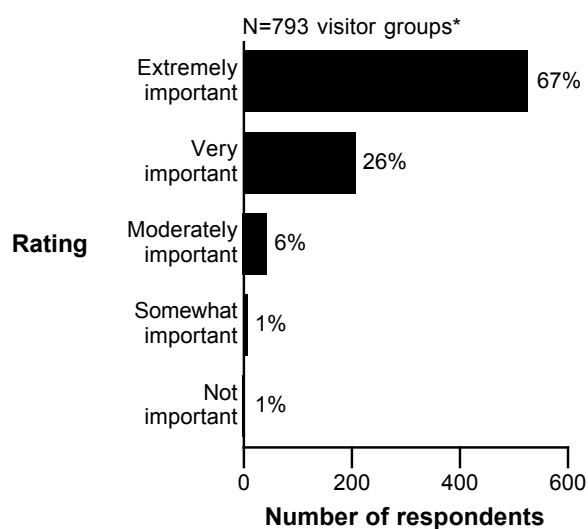


Figure 27: Importance of viewing wildlife

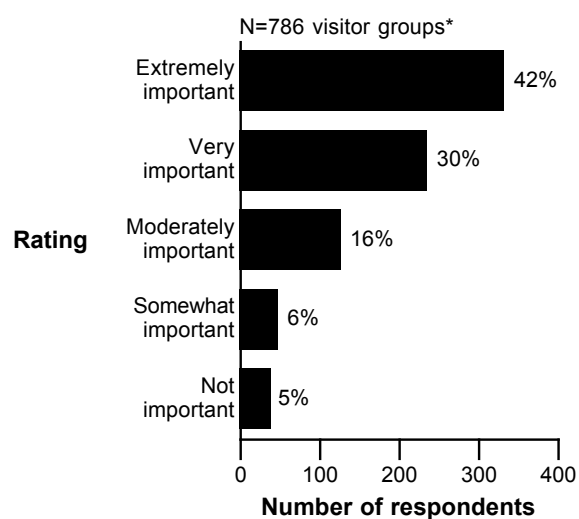


Figure 28: Importance of viewing glaciers

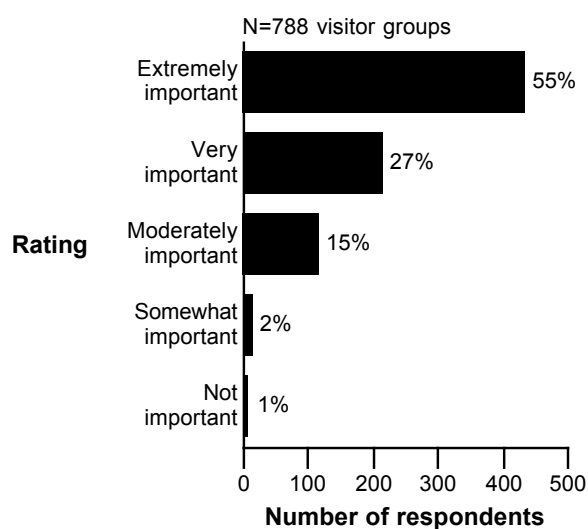


Figure 29: Importance of viewing Mount McKinley

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

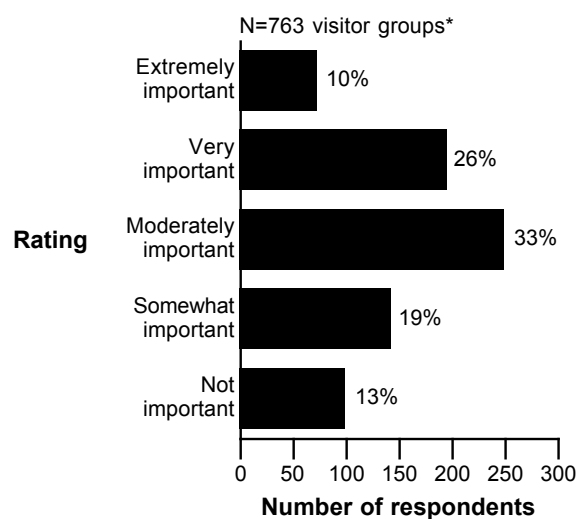


Figure 30: Importance of educational opportunities

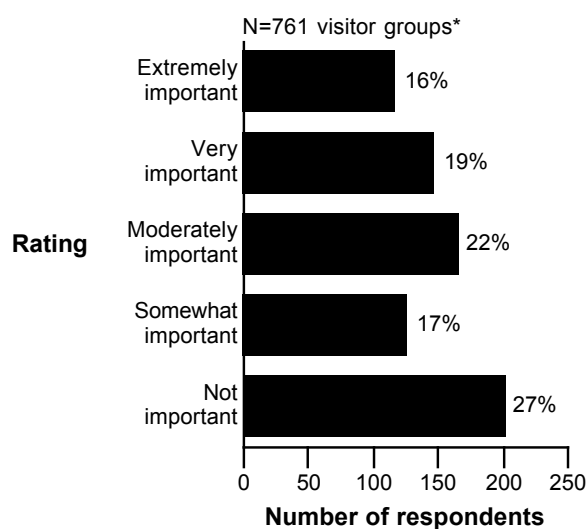


Figure 31: Importance of recreational opportunities

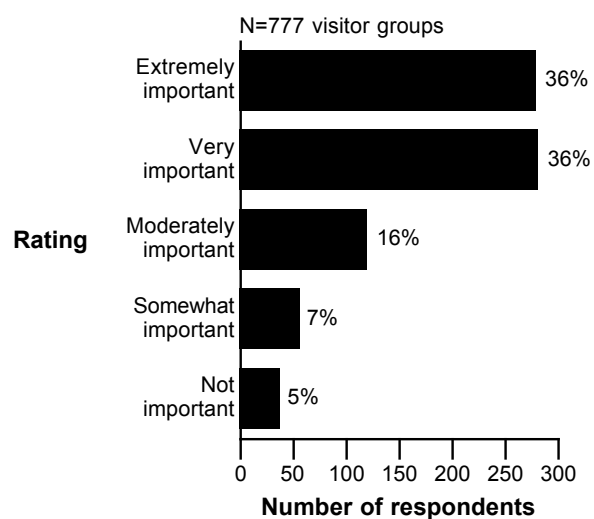


Figure 32: Importance of experiencing wilderness

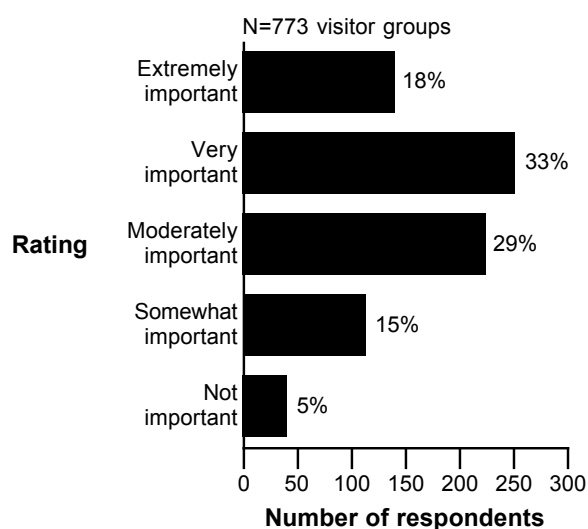


Figure 33: Importance of learning local and native culture and history

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

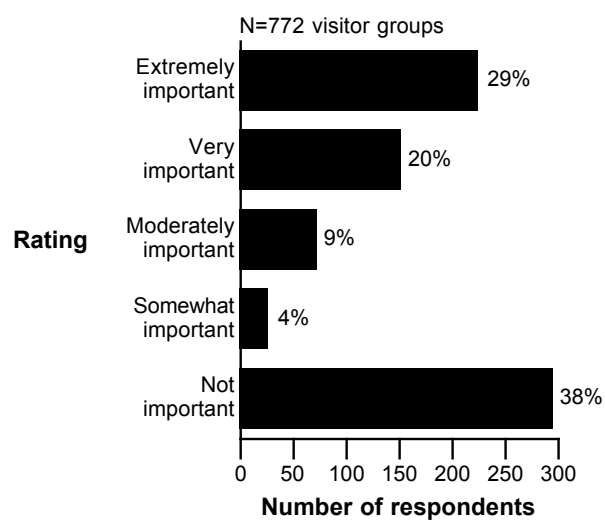


Figure 34: Importance of visiting Denali as part of a packaged tour

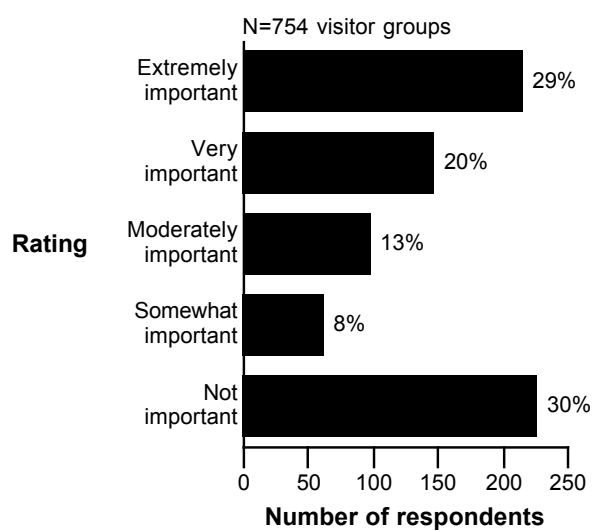


Figure 35: Importance of spending time with family/friends

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 8a

Were the signs directing you and your group to facilities and sites adequate?

Signs on highways

Results

- 96% of visitor groups reported directional signs inside the park were adequate (see Figure 36).

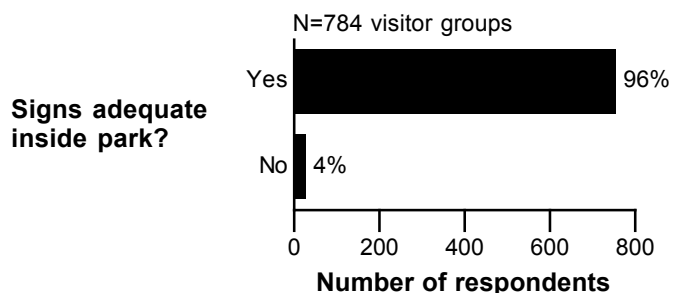


Figure 36: Adequacy of directional signs inside the park directing groups towards facilities and sites

Question 8b

If NO, what would have helped you to find your way?

Results- Interpret with CAUTION!

- Problems with directional signs reported by visitor groups (N=26) are listed in Table 7.

Table 7: Directional information not available

N= 28 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
Signs	
To/along walking paths/trails	8
More signs	4
At roundabout	2
To/from visitor center	2
To amphitheater	1
To Riley campground office	1
To dog kennels	1
At George Parks Hwy junction	1
Information at park entrance	3
Maps for walking	1
Eilson Center operation hours	1
Directions to shuttle parking	1
Directions on exits from car parks	1
Tour guide	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Transportation used to arrive at Denali NP & Preserve

Question 10

What forms of transportation did you and your group use to arrive at Denali NP & Preserve area (Healy to Trapper Creek) from Anchorage, Seward, Glennallen, or Fairbanks areas.

Results

- 47% of visitor groups traveled to the park area in a train (see Figure 37).
- 28% traveled in a tour motorcoach.
- 22% traveled in a rental vehicle.
- “Other” forms of transportations included:

Bus
Cruise ship
Tour van
Government vehicle
Jet boat
Railway

Type of transportation

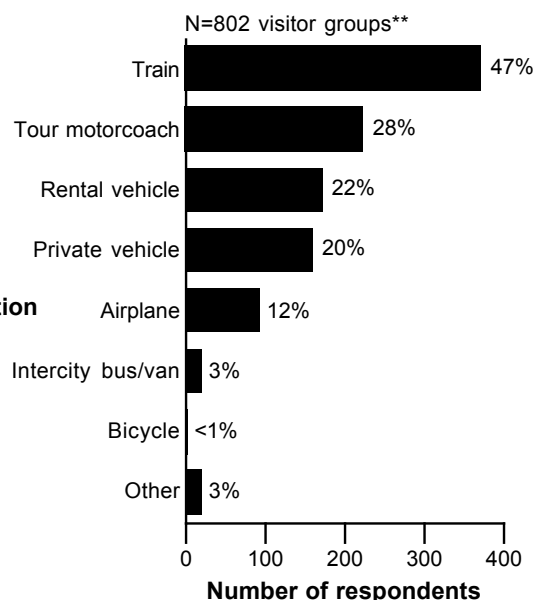


Figure 37: Transportation used to arrive at Denali NP & Preserve area

Number of vehicles

Question 19b

For this visit to Denali NP & Preserve, please list the number of vehicles you and your group used to arrive at the park?

Results

- 70% of visitor groups used one vehicle to enter the park (see Figure 38).
- 16% used two or more.
- 14% used no vehicles.

Number of vehicles

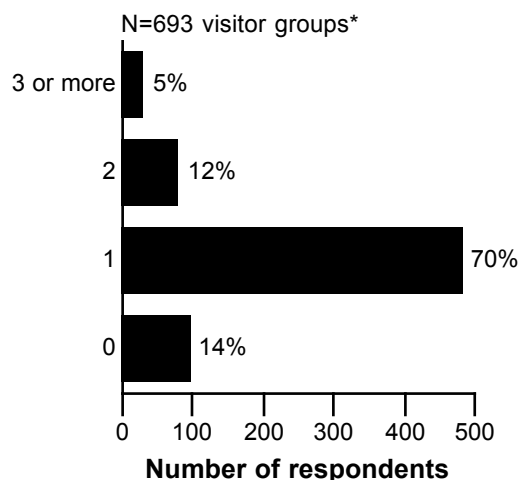


Figure 38: Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Transportation used to travel between accommodations and park

Question 7e

What forms of transportation did you and your group use to travel between your accommodations and Denali NP & Preserve?

Results

- 38% of visitor groups traveled in the Tundra Wilderness Tour or Denali Natural History Tour buses. (see Figure 39).
- 26% traveled in hotel shuttle vans/courtesy buses.
- “Other” transportation used (8%) are listed in Table 8.

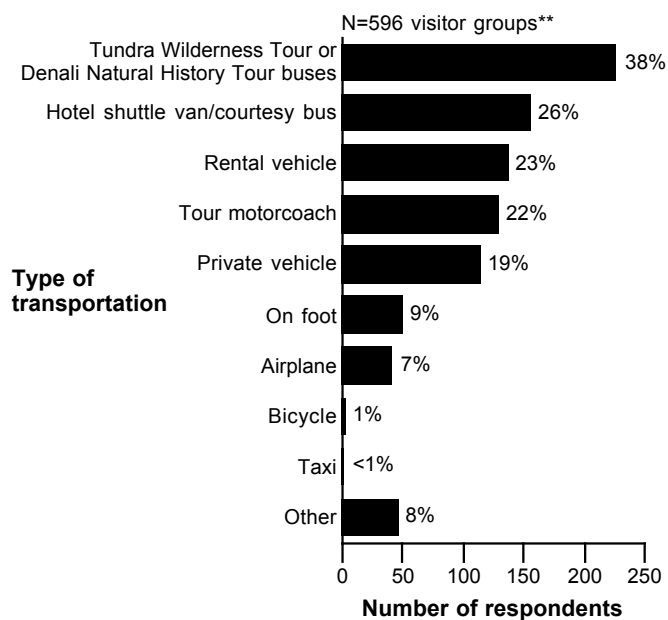


Figure 39: Forms of transportation visitor groups used to travel between accommodations and Denali NP & Preserve

Table 8: Transportation between accommodations and park & preserve

N=49 comments;

some visitor groups made more than one comment.

Transportation	Number of times mentioned
Park shuttle bus	19
Courtesy van/bus	8
Train	7
Helicopter	4
Bus	4
Private vehicle	3
Tour van	2
Other transportation	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor groups use of trails in the park & preserve

Question 11a

Did you and your group hike/walk any trails on this visit to Denali NP & Preserve?

Results

- 39% of visitor groups hiked/walked trails in Denali NP & Preserve (see Figure 40).

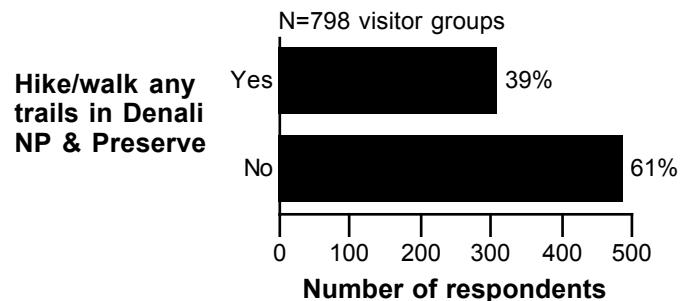


Figure 40: Hike/walk any trails on this visit?

Table 9: Trails used by visitor groups

N=526 comments;

some visitor groups made more than one comment.

Question 11b

If YES, please list all the trails that you and your group used on this visit.

Results

- 91% of visitor groups (N=299) who hiked trails during their visit responded to this question.
- Trails used by visitor groups are provided in Table 9.

Trail	Number of times mentioned
Horseshoe Trail	72
Savage River	72
Mt. Healy Overlook trail	49
Taiga Trail	47
Meadow View Trail	28
Roadside	27
Spruce Forest	19
Around Visitor Center	17
Jonesville Trail	16
Rock Creek	16
Bike path	16
McKinley Bar Trail	15
Morino Trail	10
Polychrome	10
Off-Trail hiking	9
Wonder Lake	9
Around cabins/lodges	6
Around Denali Lodge	6
Fish Creek	5
Kantishna	5
Off bus stop	4
Ranger-led hike (natural history/nature)	4
Toklat	4
Riverside	3
Oxbow	3
Blueberry Hill	3
Eilson	2
Triple Lakes	2
McKinley Station Trail	2
Riley Creek	2
Moose Creek Trail	2
Other trails	26
Don't know/not sure	15

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 11c

Why did you and your group choose the trails you did?

Results

- 87% of visitor groups who hiked trails (N=285) responded to this question.
- The reasons for choosing these trails are listed in Table 10.

Table 10: Reasons why trails were used by visitor groups

N=369 comments;

some visitor groups made more than one comment.

Reason	Number of times mentioned
Time	41
Ease/difficulty level	36
Access	33
Scenic	33
Length	31
Convenience	30
Recommended	24
Interest	18
Proximity	18
Part of package/tour	17
Guided	13
Wildlife viewing	13
To see park	10
Well-maintained	9
Experience nature	9
Exercise	5
Solitude	5
Well-marked	3
Safe	3
Kid-friendly	2
Plant viewing	2
Other reasons	14

*total percentages do not equal 100 due to rounding

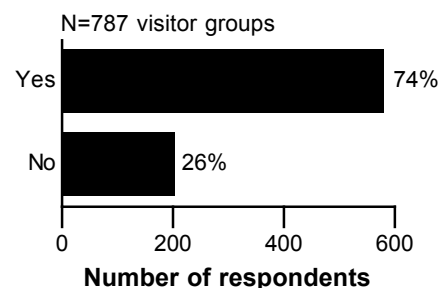
**total percentages do not equal 100 because visitors could select more than one answer

Overnight accommodations

Question 7a

On this trip, did you and your group stay overnight away from home inside Denali NP & Preserve or in the area from Healy to Trapper Creek/Talkeetna?

Stay overnight in Denali NP & Pres or area?



Results

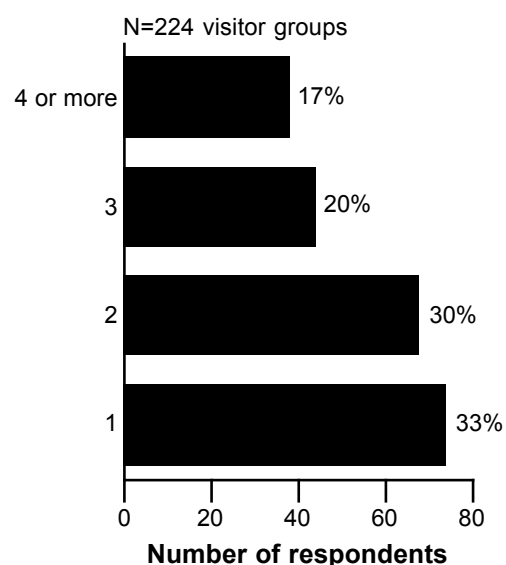
- 74% of visitor groups stayed overnight away from home in the Denali National Park and Preserve or area (see Figure 41).

Figure 41: Overnight stay away from home in the Denali NP & Preserve or area

Question 7b

Please list the number of nights you and your group stayed inside the park and preserve.

Number of nights



Results

- Of those who stayed overnight inside the park, 63% of visitor groups spent one or two nights inside the park (see Figure 42).
- 20% spent three nights.
- 17% spent four or more nights.

Figure 42: Number of nights inside the park and preserve

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7b

Please list the number of nights you and your group stayed in the Denali National Park and Preserve area.

Results

- 44% of visitor groups who stayed overnight in the area spent two nights in the Denali National Park and Preserve area (see Figure 43).
- 27% spent one night.
- 17% spent three nights.
- 12% spent four or more nights in the park and preserve area.

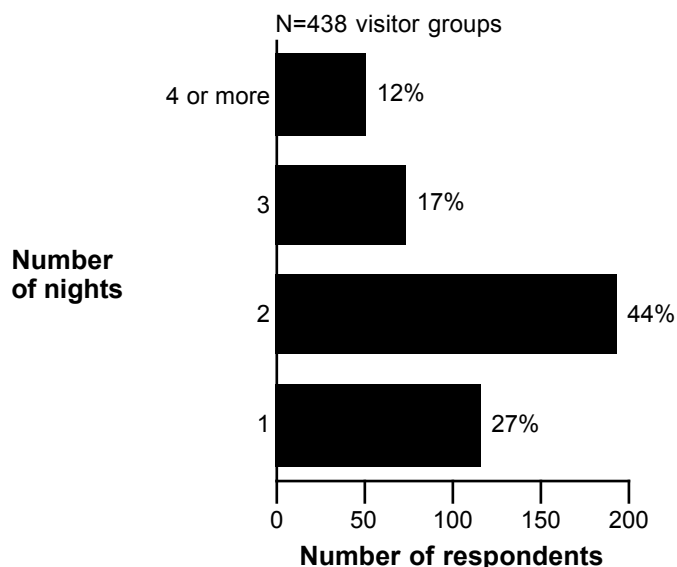


Figure 43: Number of nights in the Denali National Park and Preserve area

Question 7c

In what type of lodging did you and your group spend the night(s) inside the park?

Results

- 28% of visitor groups stayed overnight in a tent in developed campgrounds (see Figure 44).
- 21% stayed overnight in RV camping in developed campgrounds.
- "Other" types of lodging (27%) included:

Hostel
Cabin
Employee housing

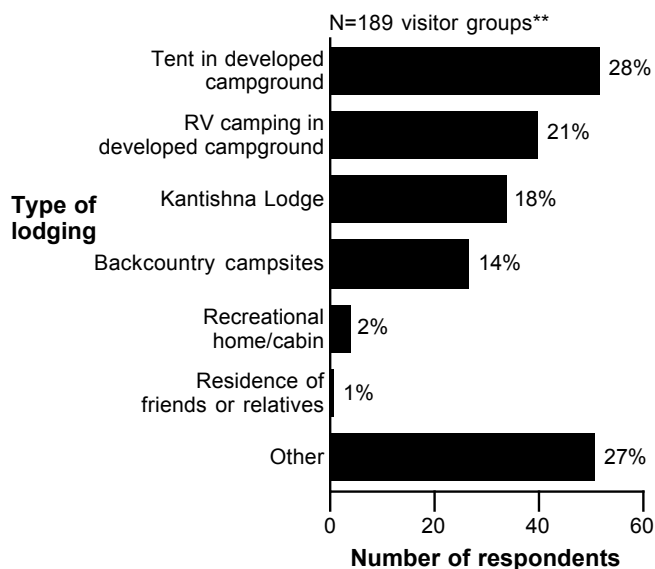


Figure 44: Type of lodging visitor groups used inside the Denali NP & Preserve

Note: Forty-two visitor groups provided "other" lodging inside the park as lodges, resorts, hotels, etc. This could only be explained as a confusion of park and preserve boundaries.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7d

In what type of lodging did you and your group spend the night in the area outside the park (from Healy to Trapper Creek/Talkeetna)?

Results

- 82% of visitor groups camped stayed overnight in a lodge, motel, cabin, rented condo/home, or B&B (see Figure 45).
- 9% stayed overnight in RV camping in developed campgrounds.
- “Other” types of lodging (4%) included:

Hostel
Chalet

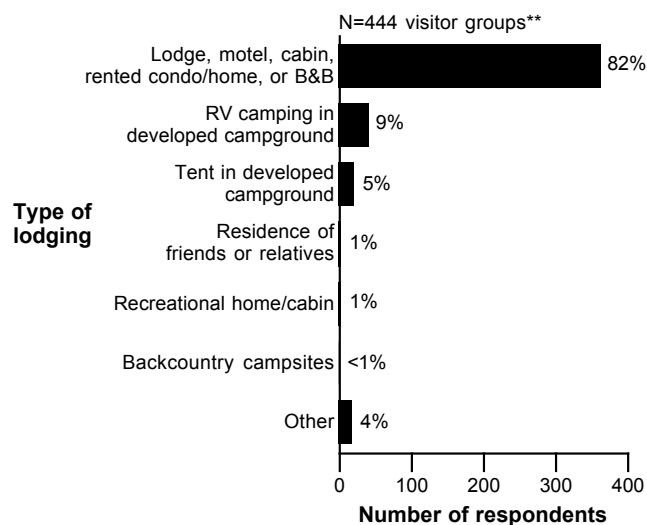


Figure 45: Type of lodging visitor groups in the area outside the park and preserve (from Healy to Trapper Creek/Talkeetna)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 6a

On this visit, how long did you and your group spend at Denali National Park and Preserve? (Please list partial hours/days as 1/4, 1/2, or 3/4.)

Number of hours, if less than 24 hours

Results

- 61% of visitor groups spent eight or more hours at the park (see Figure 46).
- 30% spent two to seven hours.
- 10% spent up to one hour.

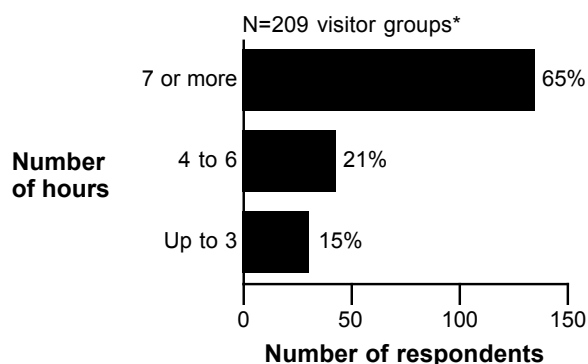


Figure 46: Number of hours visiting the park and preserve

Number of days, if 24 hours or more

Results

- 47% of visitor groups spent two days at the park (see Figure 47).
- 25% spent three days.
- 15% spent four or more days.
- 13% spent one day.

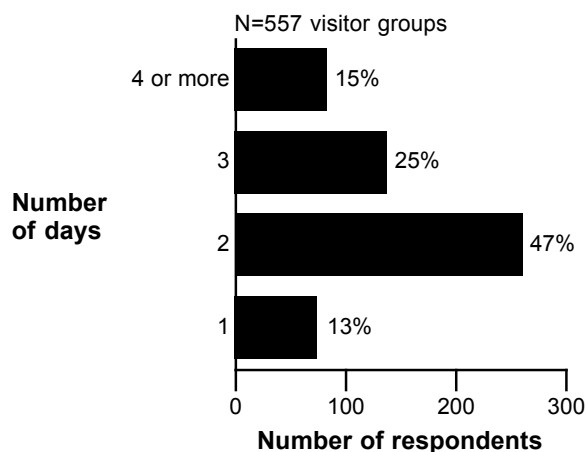


Figure 47: Number of days visiting the park and preserve

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of entries into the park

Question 6b

On this visit, how many times did you and your group enter the park, including any entries by aircraft?

Results

- 46% of visitor groups entered the park once (see Figure 48).
- 31% entered the park twice.
- 24% entered three or more times.

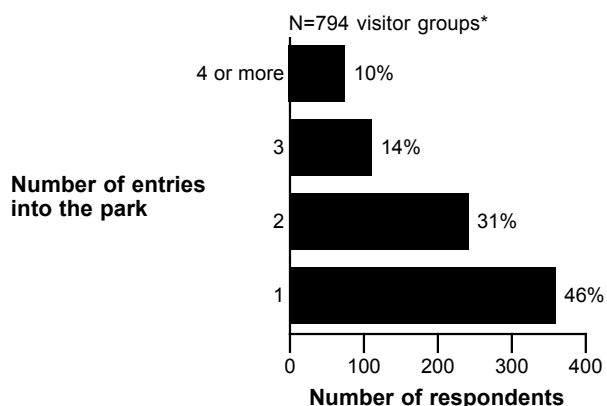


Figure 48: Number of entries into the park

Other national parks or historical parks visited on this trip to Alaska

Question 9a

Does your group have any members who are not members of Alaska (either year round or seasonal)?

Results

- 97% of visitor groups had members that were not Alaska residents (see Figure 49).

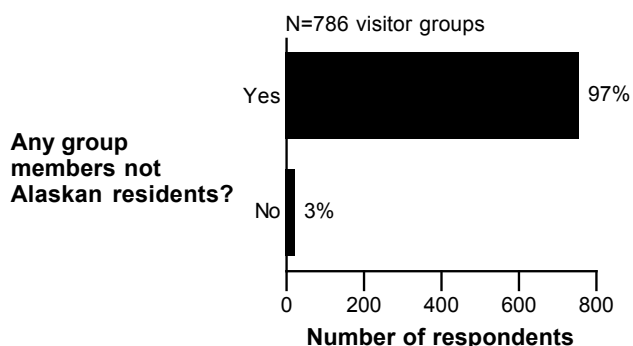


Figure 49: Visitor groups with members who are not residents of Alaska

Question 9b

What other national parks or historical parks did/will that person(s) visit on this trip to Alaska?

Results

- Among groups that contain non-Alaska residents, 75% had visited or planned to visit additional national parks or historical parks on their trip to Alaska (see Figure 50).

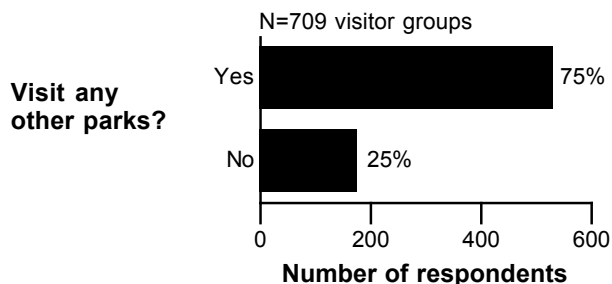


Figure 50: Visiting other national parks or historical parks on this visit to Alaska?

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Results

- As shown in Figure 51, the most common national parks or historical parks that visitors groups containing non-residents of Alaska had visited or planned to visit this trip were:

53% Glacier Bay NP
 50% Kenai Fjords NP
 27% Klondike Gold Rush NHP

- “Other” national parks or historical parks mentioned by visitor groups were national forest units, state park units, or national park units in other states.

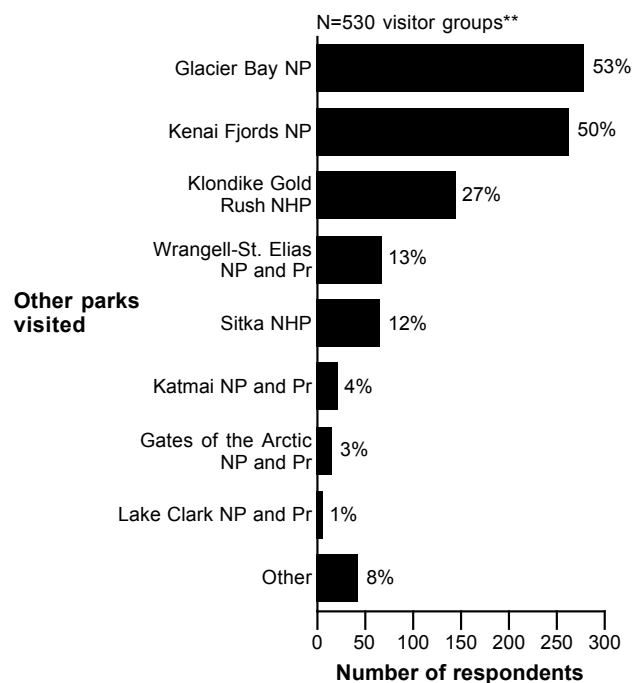


Figure 51: Other national parks or historical parks that Alaska non-residents visited or planned to visit on this trip to Alaska

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visit to Denali NP & Preserve part of a packaged tour

Question 22a

Was your trip to Denali NP & Preserve part of a packaged tour?

Results

- 54% of visitor groups traveled to the park & preserve as part of a packaged tour (see Figure 52).
- 46% were not part of a packaged tour.

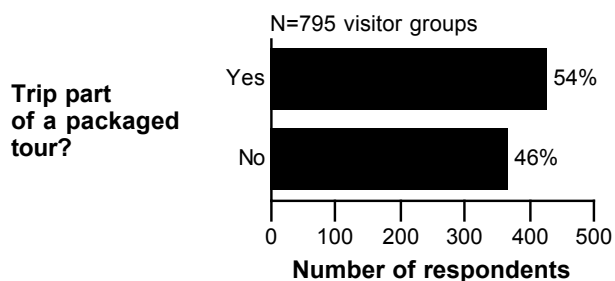


Figure 52: Visitor groups traveling to the park & preserve as part of a packaged tour

Question 22b

If YES, what was the name of the company (not travel agency) that provided the packaged tour?

Results

- Table 11 shows the companies that visitor groups used to travel to Denali NP & Preserve as part of a packaged tour.

Table 11: Packaged tour providers

N=385 comments;

some visitor groups made more than one comment.

Company name	Number of times mentioned
Holland America	180
Princess Cruise and Tours	78
Celebrity Cruises	20
Royal Caribbean	10
AAA	6
Alaska Wildland Adventure	6
Carnival	6
Alaska Tour and Travel	5
Cruise West	5
Camp Denali	4
Alaska Outdoors	3
Alaska Railroad	3
Denali Foundation	3
John Hall's Kiss Alaska	3
Van Guard	3
All Alaska Tours	2
Backroads	2
Cosmos	2
Dexter Travel	2
Eagle Travel	2
Elderhostel	2
Exodus Travel	2
Legendary Journeys	2
North Face Lodge	2
Other companies	26
Don't know/not sure	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

"Keep Wildlife Wild" message

Question 15a

During this visit to Denali NP & Preserve, did you encounter the "Keep Wildlife Wild" message with its advice and warnings?

Results

- 83% of visitor groups encountered the "Keep Wildlife Wild" message (see Figure 53).
- 17% did not encounter the message.

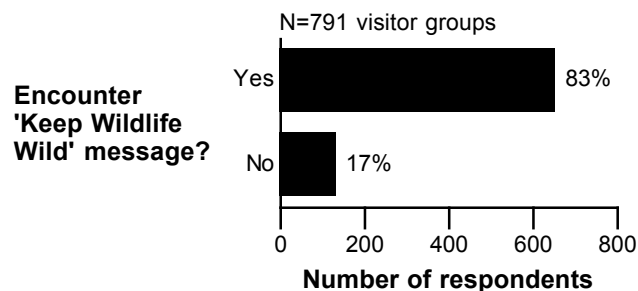


Figure 53: Encounter "Keep Wildlife Wild" message

Question 15b

If YES, where did you encounter it?

Results

- As shown in Figure 54, the most common locations where visitor groups encountered this message were:

85% Signs
52% Park publications

- The least common location was:
15% Ranger program

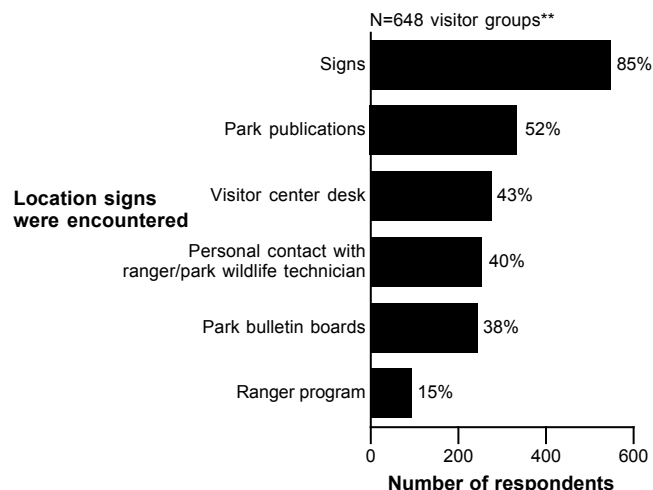


Figure 54: Locations where visitor groups encountered "Keep Wildlife Wild" message

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on previous visits

Question 14c

Please check all the activities you and your group participated in on previous visits to the park.

Results

- As shown in Figure 55, the most commonly mentioned activities were:

94% Viewing wildlife
93% Viewing scenery
63% Experiencing wilderness
53% Photography/painting/drawing

- The least common activity was:

2% Mountaineering/climbing

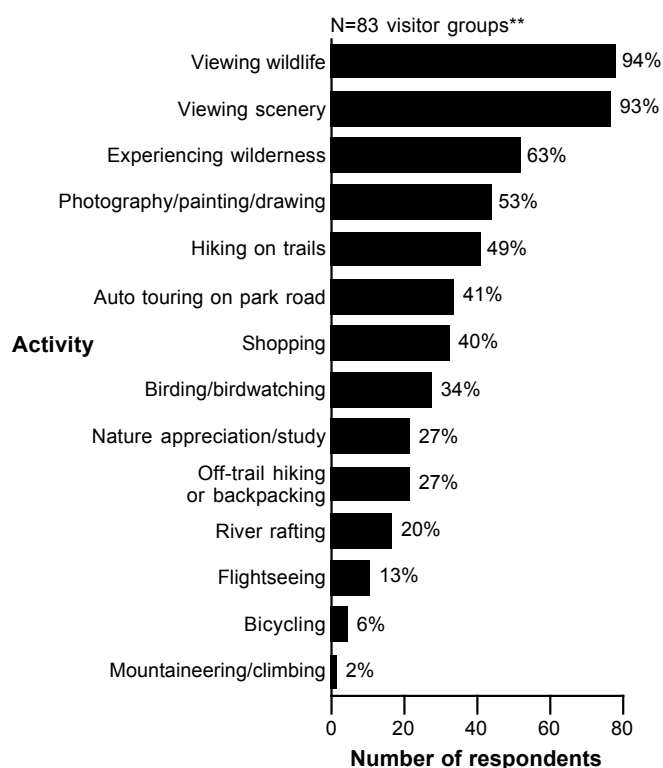


Figure 55: Visitor activities on previous visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 14a

On this visit to Denali NP & Preserve, what activities did you and your group participate in?

Results

- As shown in Figure 56, the most common activities included:

93% Viewing scenery
91% Viewing wildlife
57% Experiencing wilderness
50% Photography/painting/drawing

- The least common activity was:

2% Mountaineering/climbing

Note: At the time the survey was conducted, the mountaineering/climbing season had concluded for the year.

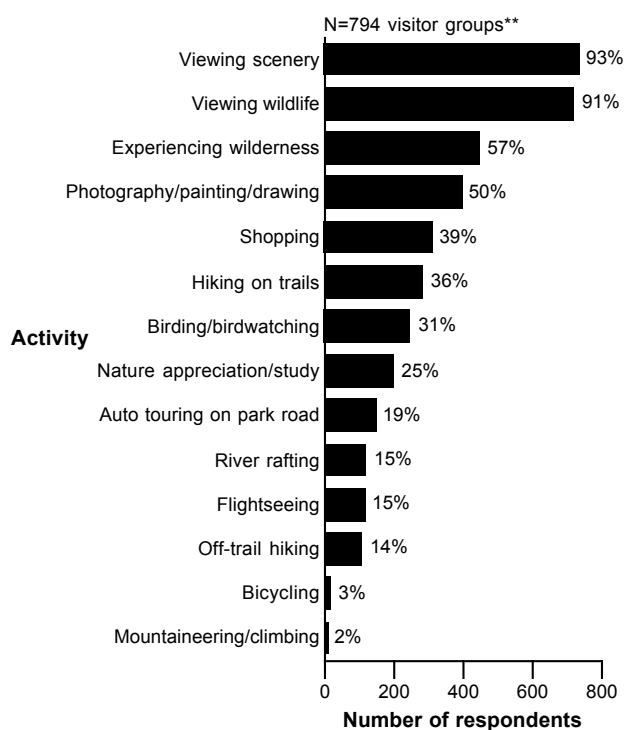


Figure 56: Visitor activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings for activities

Question 14b

For those activities that you or your group used, please rate their importance from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 57 shows the combined proportions of “extremely important” and “very important” ratings for activities that were rated by 30 or more visitor groups.
- The visitor facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 97% Viewing scenery
 - 94% Viewing wildlife
 - 92% Experiencing wilderness
 - 91% Photography/painting/drawing
- Figures 58 to 71 show the importance ratings for each activity.
- The activity receiving the highest “not important” rating was:

13% Shopping

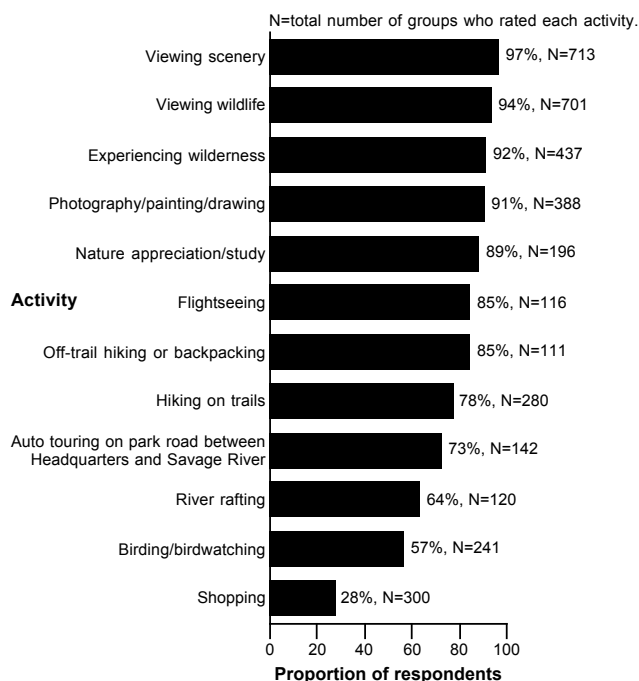


Figure 57: Combined proportions of “extremely important” and “very important” ratings for activities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

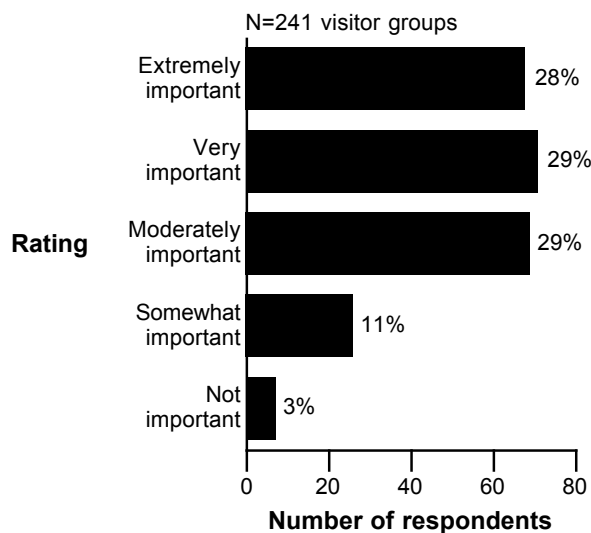


Figure 58: Importance of birding/ birdwatching

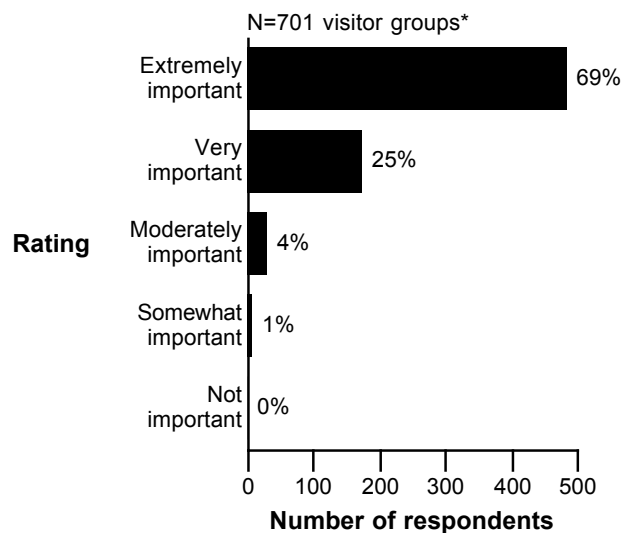


Figure 59: Importance of viewing wildlife (other than birdwatching)

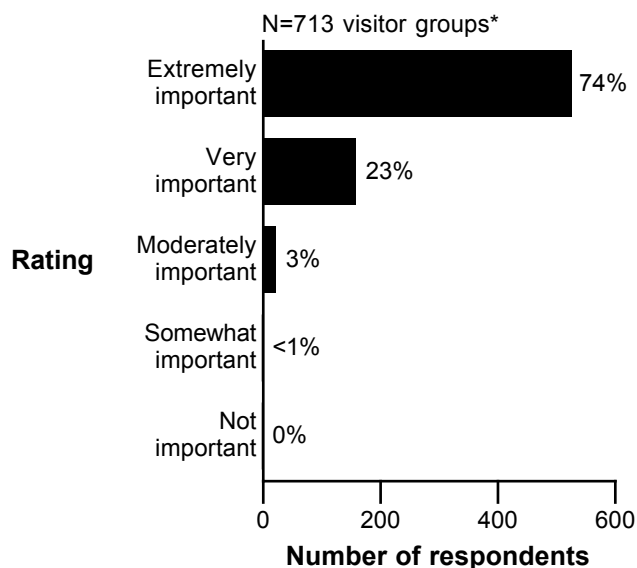


Figure 60: Importance of viewing scenery

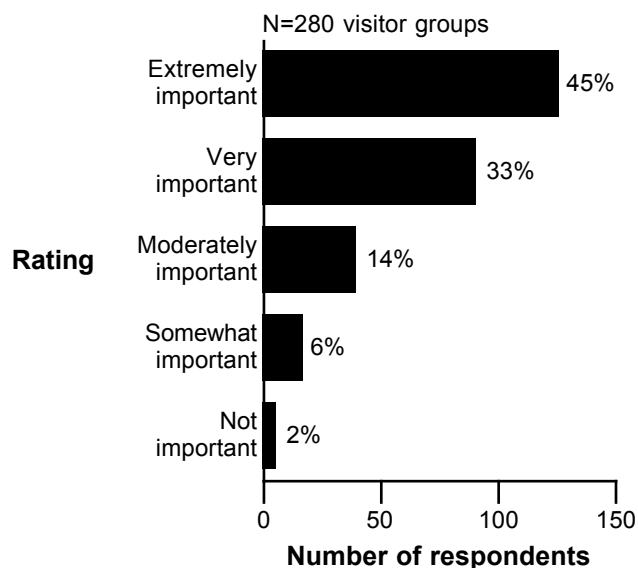


Figure 61: Importance of hiking on trails

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

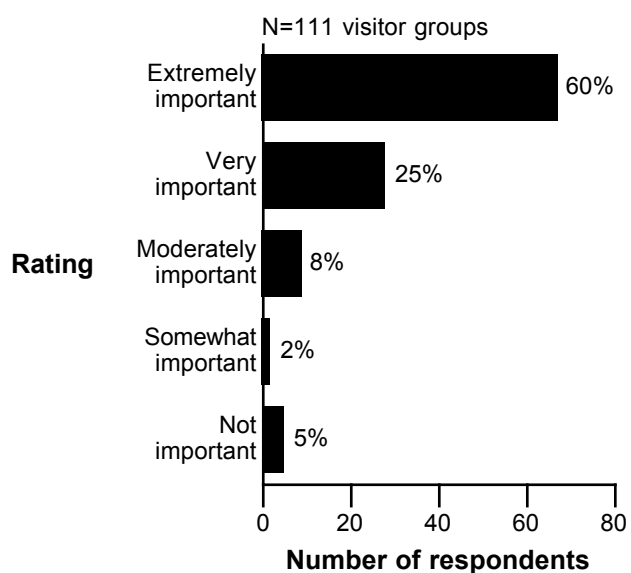


Figure 62: Importance of off-trail hiking or backpacking

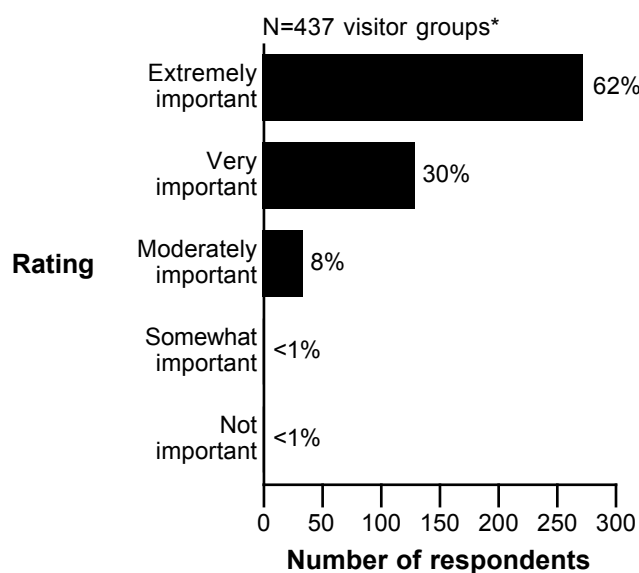


Figure 63: Importance of experiencing wilderness

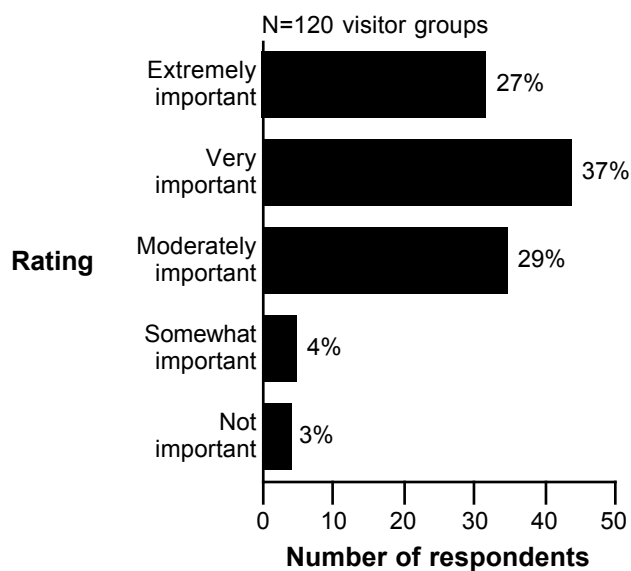


Figure 64: Importance of river rafting

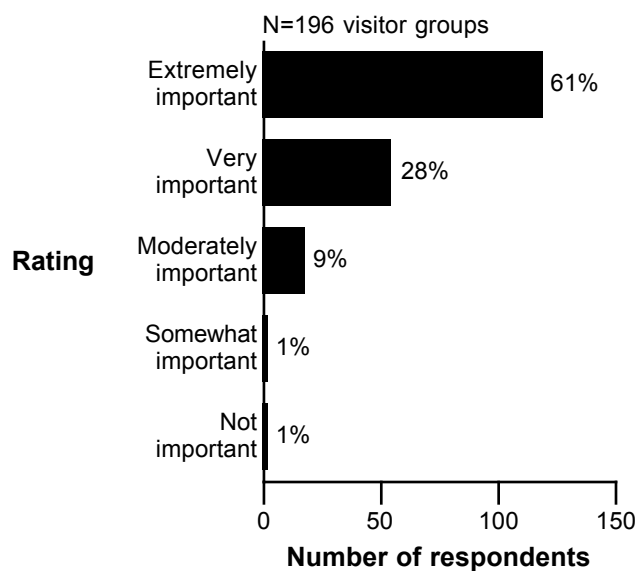


Figure 65: Importance of nature appreciation/study

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

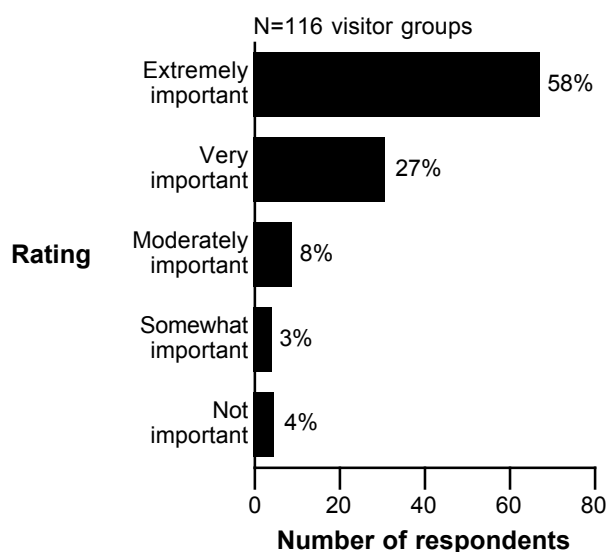


Figure 66: Importance of flightseeing

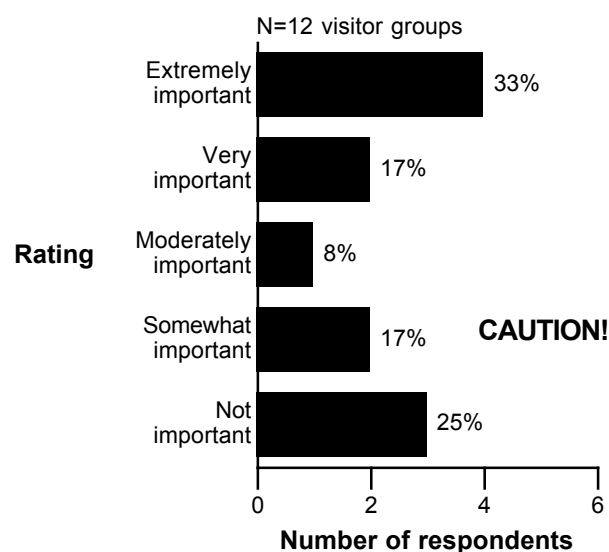


Figure 67: Importance of mountaineering/climbing

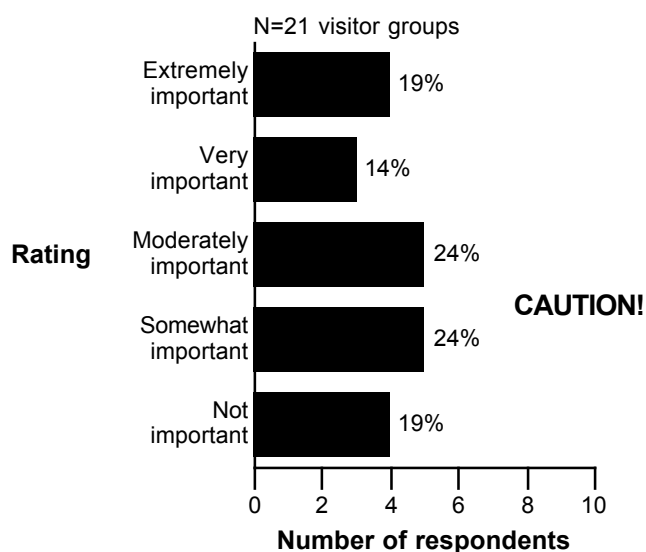


Figure 68: Importance of bicycling

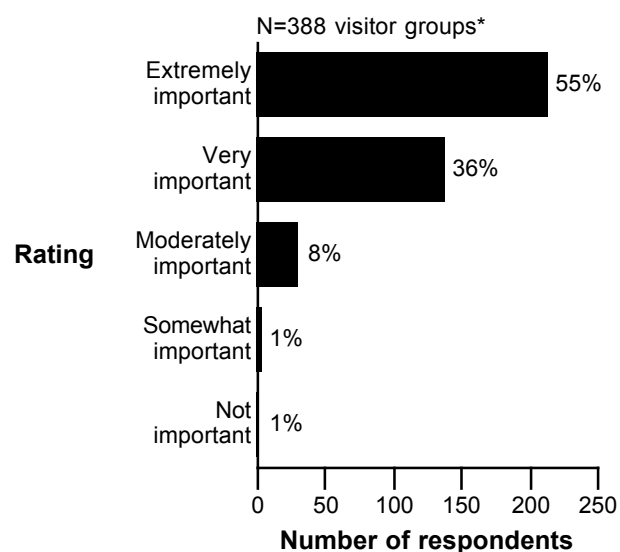


Figure 69: Importance of photography/painting/drawing

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

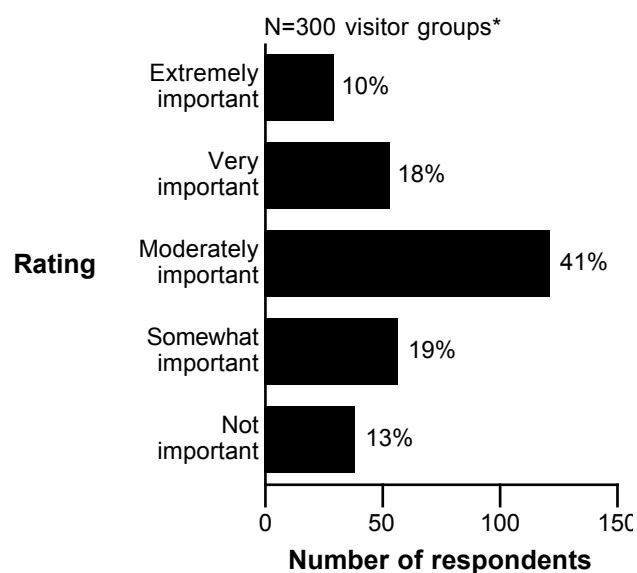


Figure 70: Importance of shopping

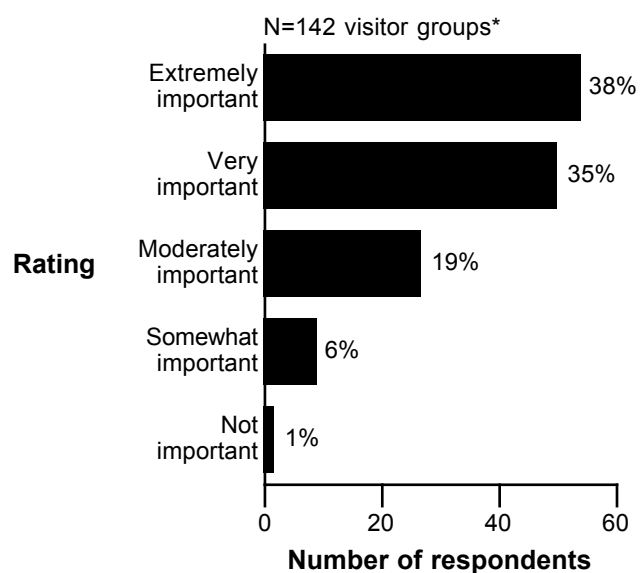


Figure 71: Importance of auto touring on park road between Headquarters and Savage River

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14d

Please list all other activities that you and your group participated in on this visit to Denali NP & Preserve.

- Other activities that visitor groups participated in are listed in Table 12.

Table 12: Other activities on this visit

N=150 comments;
some visitor groups made more than one comment.

Activity	Number of times mentioned
Went on a tour	18
Visit kennels	11
Camping	9
Boat ride	8
Jeep safari	8
Fish	7
Hike	7
Homestead tour	6
Dinner theater	6
View wildlife	6
Cabin Night	5
Horseback riding	4
Watched film	4
Tundra tour	3
Shop	3
Dine	3
Helicopter ride	3
Attend presentation	3
Sightsee	3
Train	3
Visitors Center	3
ATV ride	2
Ate berries	2
Flightseeing	2
Pan for gold	2
Cruise	2
Photography	2
Wagon ride	2
Other comments	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Facilities, Services, Elements, Attributes and Resources

Visitor facilities used

Question 12d

Please indicate all of the visitor facilities that you and your group have used on past visits.

Results

- As shown in Figure 72, the most used visitor facilities included:

73% Denali Visitor Center
45% Wilderness Access Center
34% Savage River parking areas
31% Train depot

- The least used facility was:

6% Lodges at Kantishna

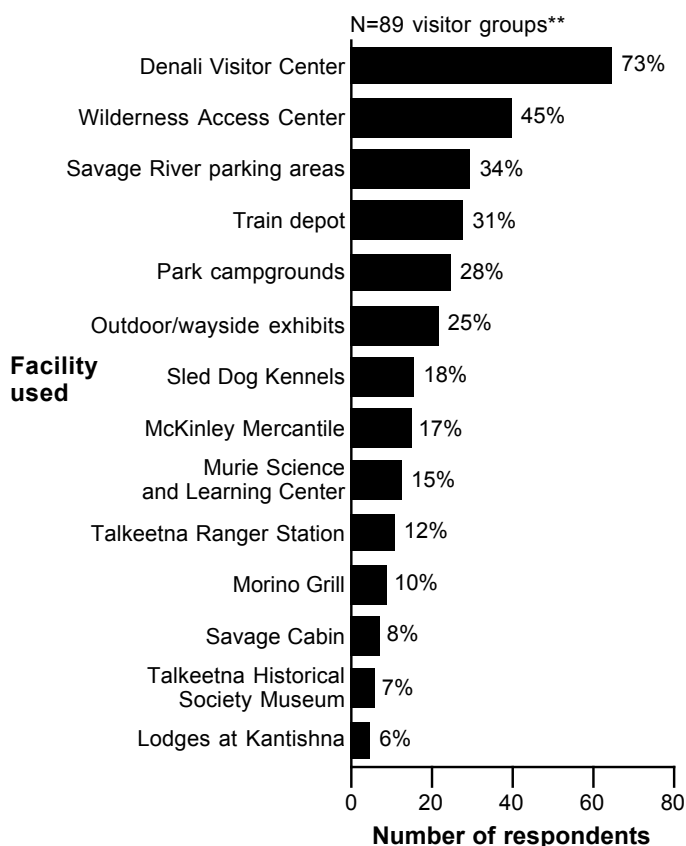


Figure 72: Visitor facilities used on past visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor facilities used

Question 12a

Please indicate all of the visitor facilities that you and your group used during this visit to Denali NP & Preserve.

Results

- As shown in Figure 73, the most used visitor facilities included:
 - 85% Denali Visitor Center
 - 52% Train Depot
 - 51% Wilderness Access Center
 - 26% Sled Dog Kennels
- The least used facility was:
 - 7% Lodges at Kantishna

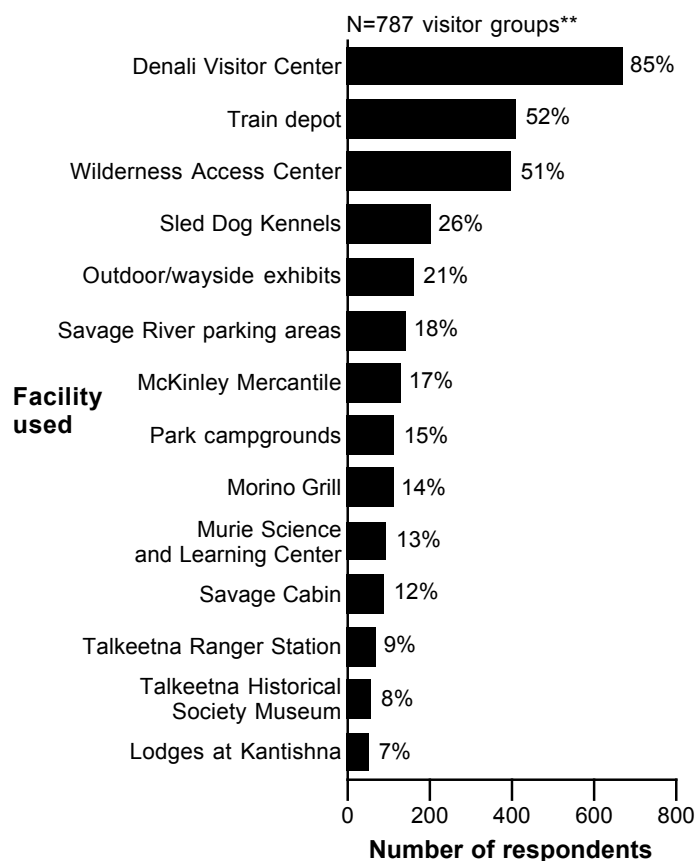


Figure 73: Visitor facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor facilities

Question 12b

For only those facilities that you or your group used, please rate their importance from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 74 shows the combined proportions of “extremely important” and “very important” ratings for visitor facilities that were rated by 30 or more visitor groups.
- The visitor facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

88% Park campgrounds
77% Train depot

- Figures 75 to 88 show the importance ratings for each facility.
- The facility receiving the highest “not important” rating was:

10% Lodges at Kantishna

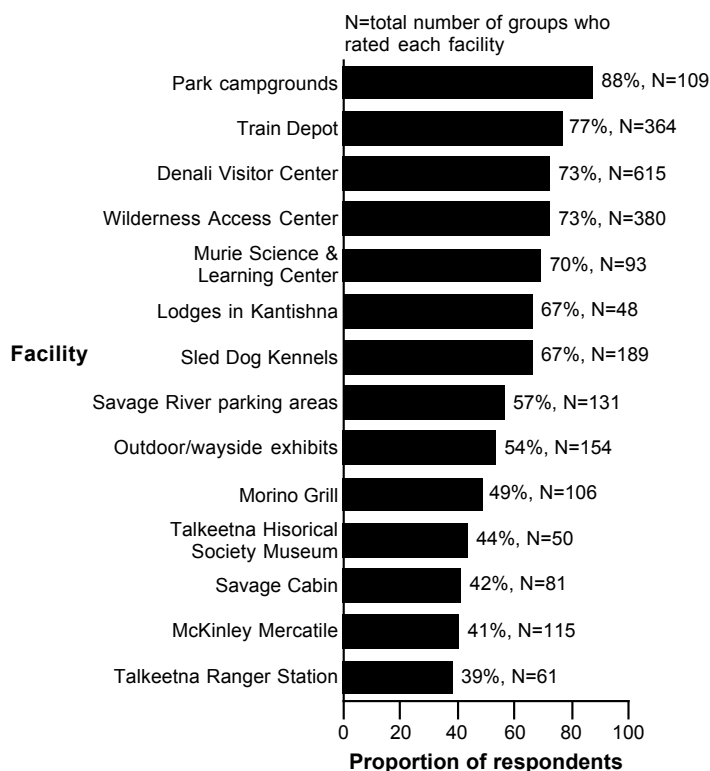


Figure 74: Combined proportions of “extremely important” and “very important” ratings for visitor facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

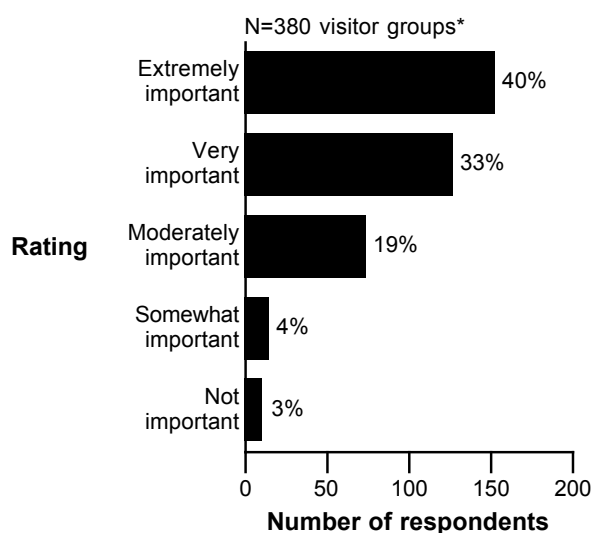


Figure 75: Importance of the Wilderness Access Center

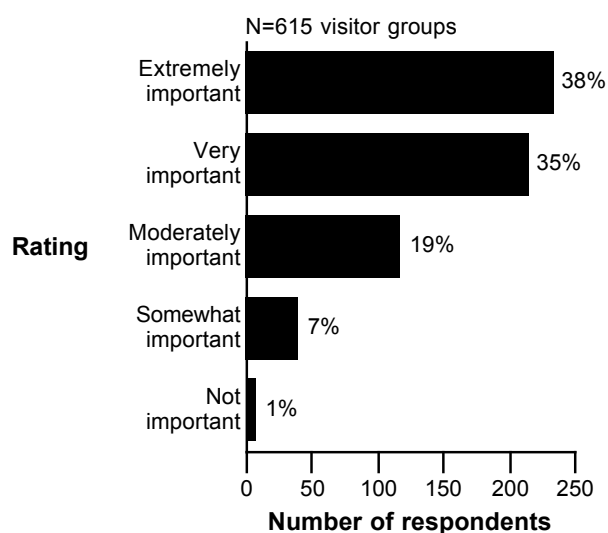


Figure 76: Importance of Denali Visitor Center

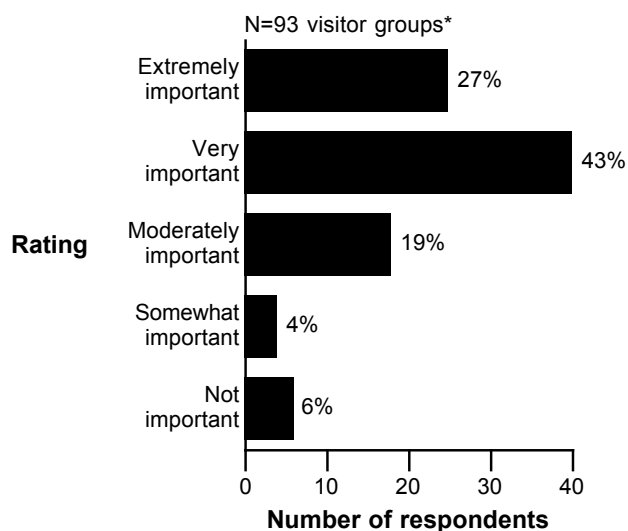


Figure 77: Importance of Murie Science & Learning Center

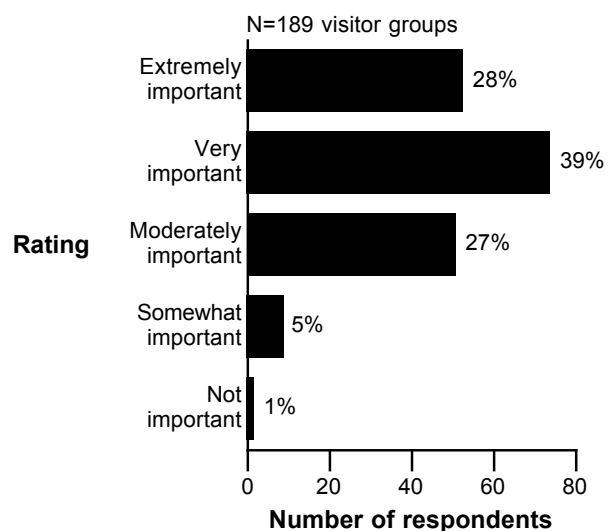


Figure 78: Importance of Sled Dogs Kennel

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

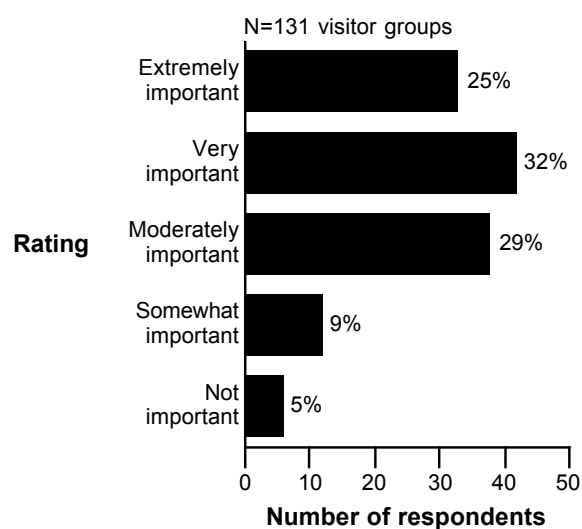


Figure 79: Importance of Savage River parking areas

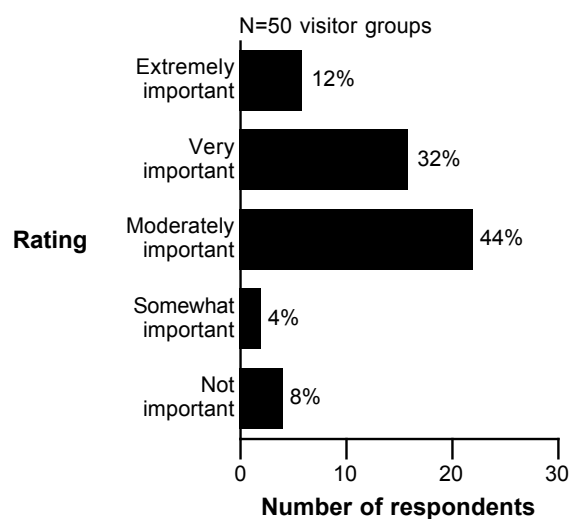


Figure 80: Importance of Talkeetna Historical Society Museum

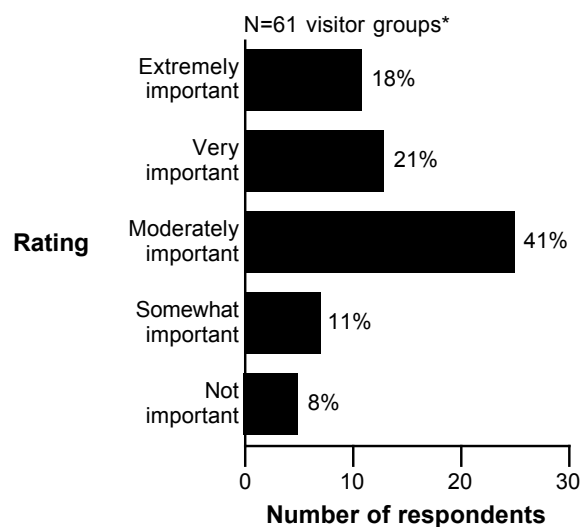


Figure 81: Importance of Talkeetna Ranger Station

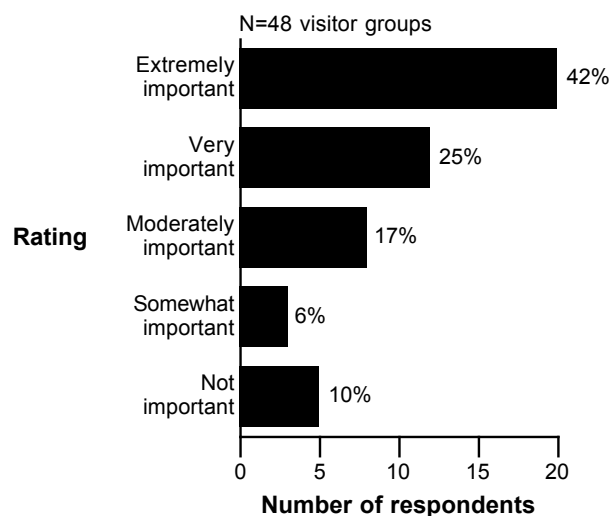


Figure 82: Importance of lodges in Kantishna

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

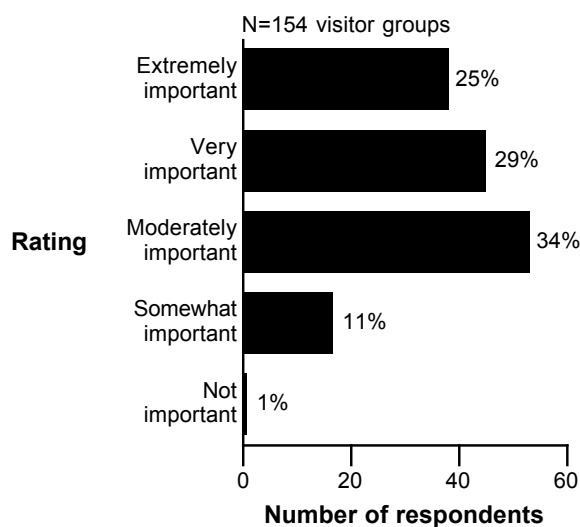


Figure 83: Importance of outdoor/wayside exhibits

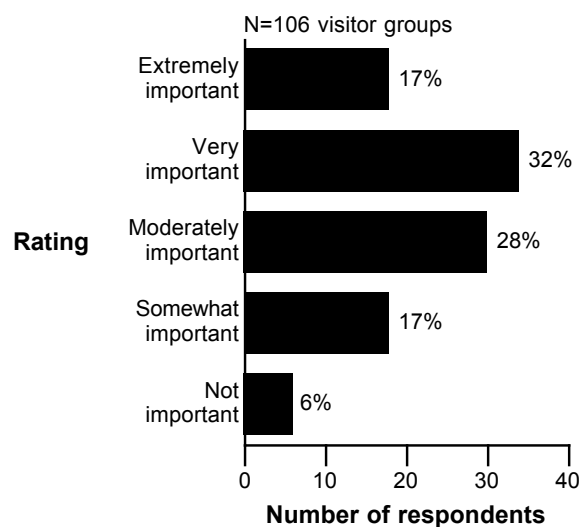


Figure 84: Importance of Morino Grill

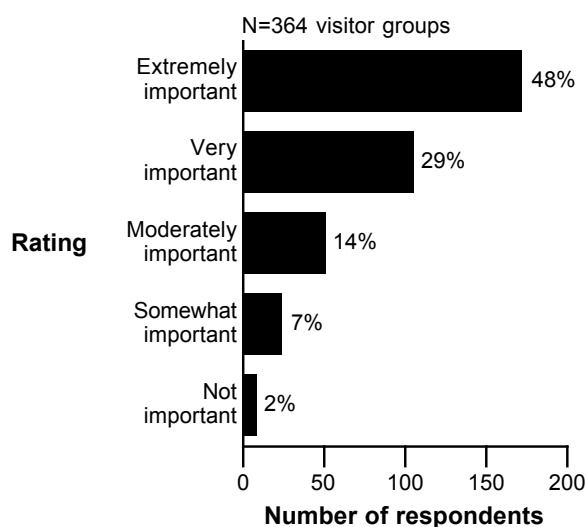


Figure 85: Importance of Train Depot

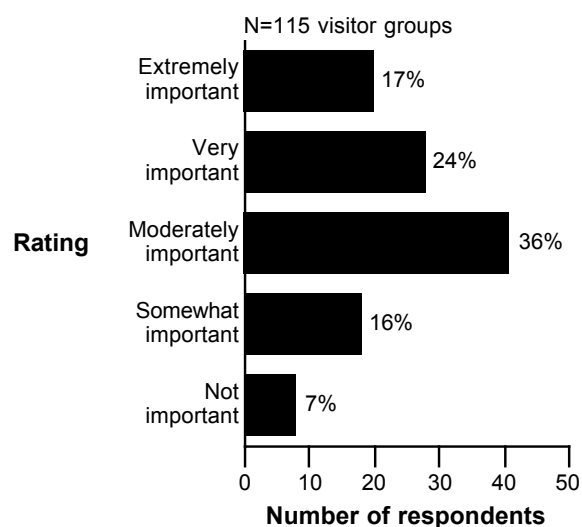


Figure 86: Importance of McKinley Mercantile

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

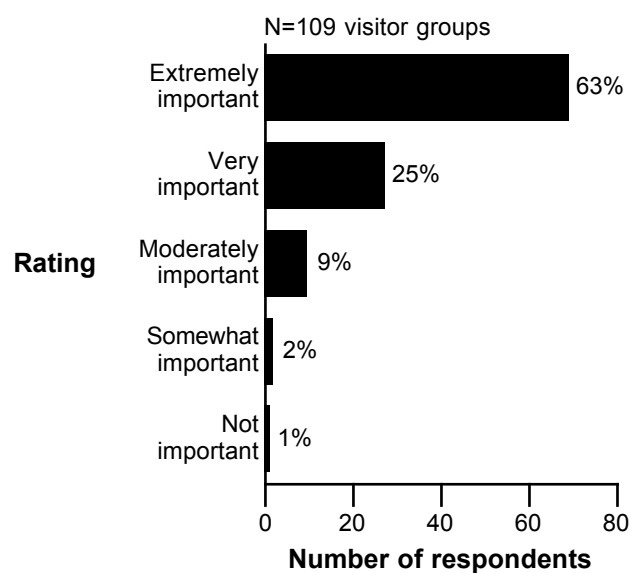


Figure 87: Importance of park campgrounds

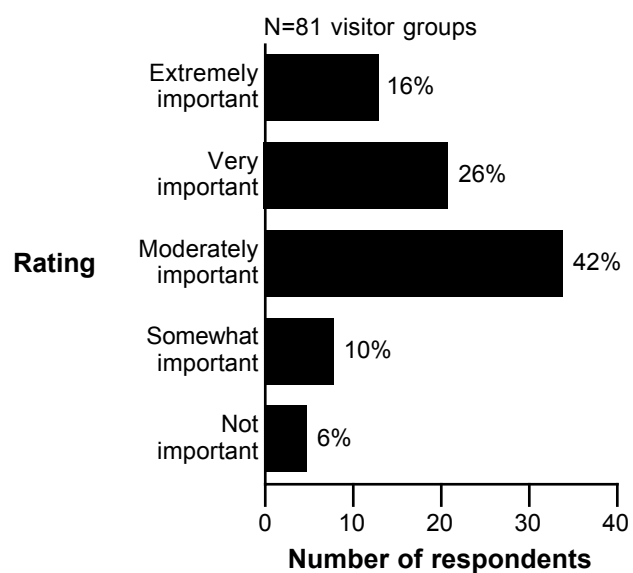


Figure 88: Importance of Savage Cabin

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor facilities

Question 12c

Finally, for only those facilities that you and your group used, please rate their quality from 1-5.

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 89 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

95% Sled Dog Kennels

93% Denali Visitor Center

- Figures 90 to 103 show the quality ratings for each facility.
- The facility receiving the highest “very poor” quality rating was:

4% Morino Grill

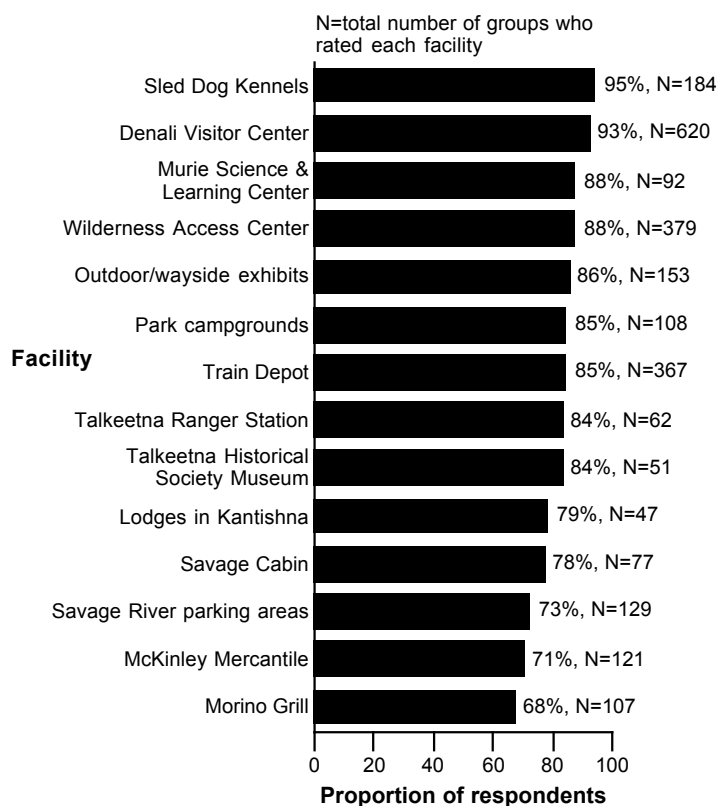


Figure 89: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

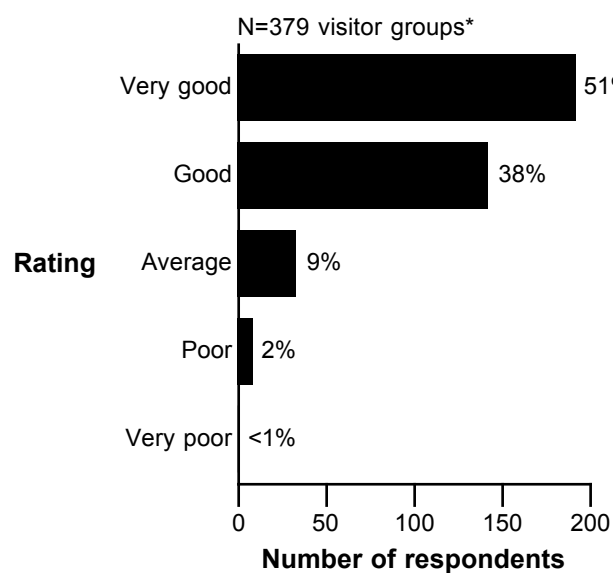


Figure 90: Quality of Wilderness Access Center

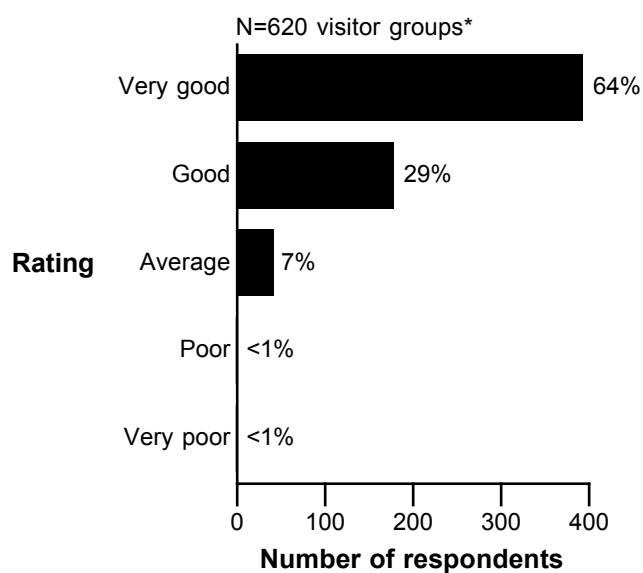


Figure 91: Quality of Denali Visitor Center

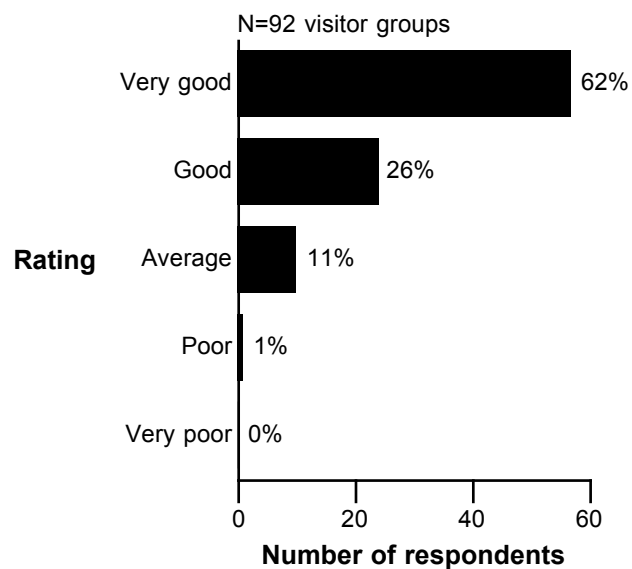


Figure 92: Quality of Murie Science & Learning Center

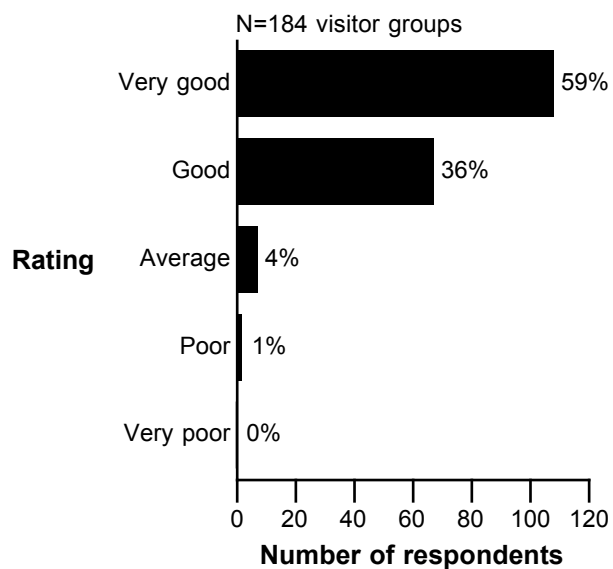


Figure 93: Quality of Sled Dog Kennels

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

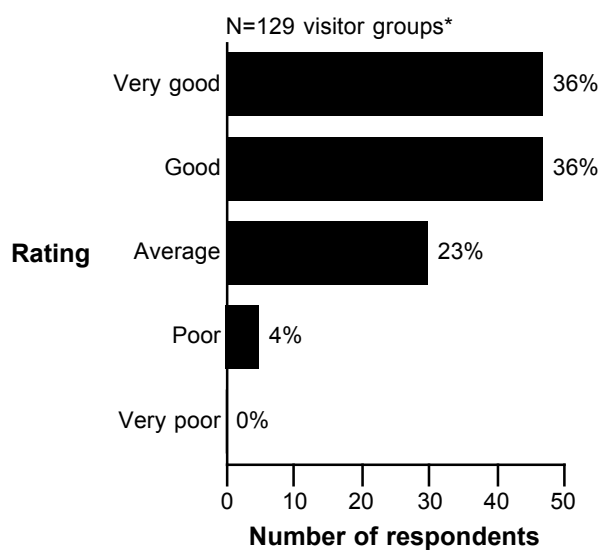


Figure 94: Quality of Savage River parking areas

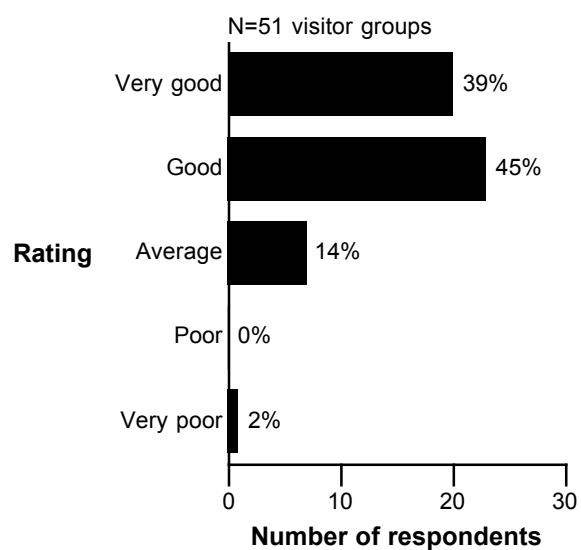


Figure 95: Quality of Talkeetna Historical Society Museum

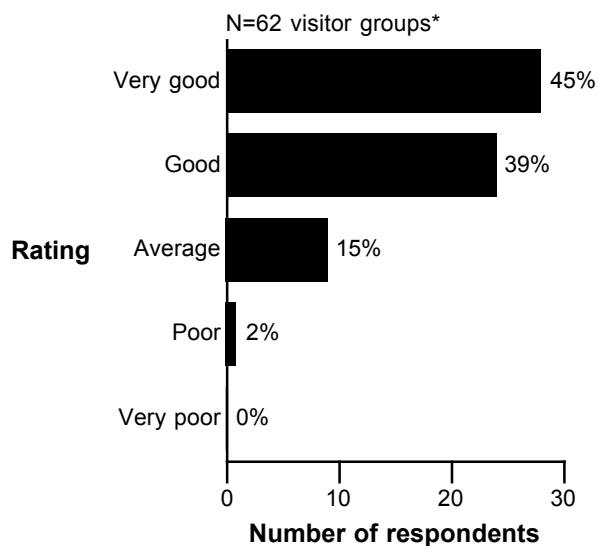


Figure 96: Quality of Talkeetna Ranger Station

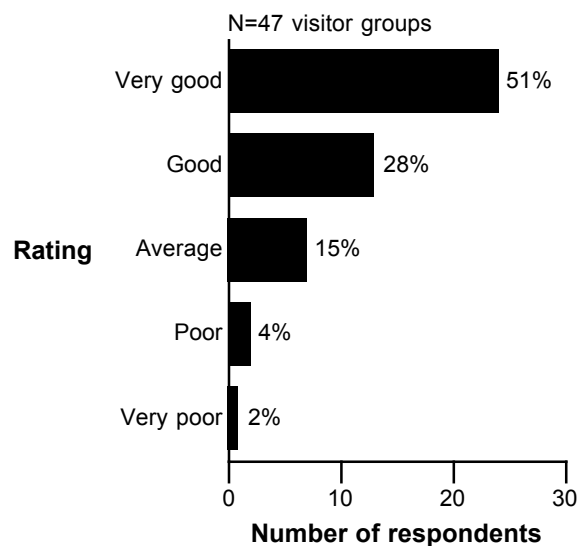


Figure 97: Quality of lodges in Kantishna

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

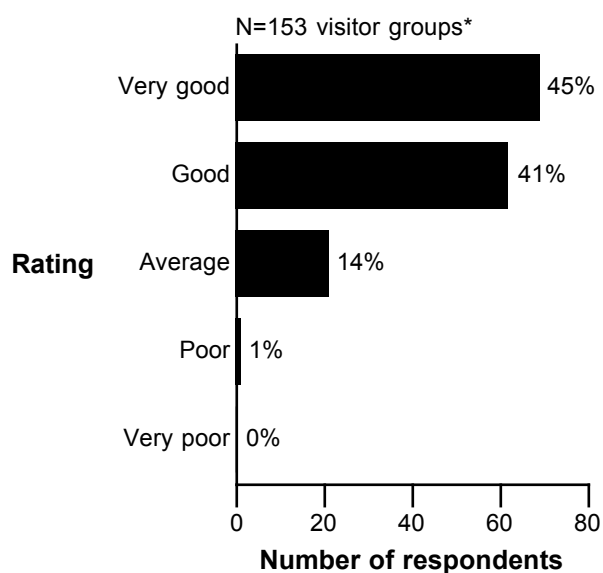


Figure 98: Quality of outdoor/wayside exhibits

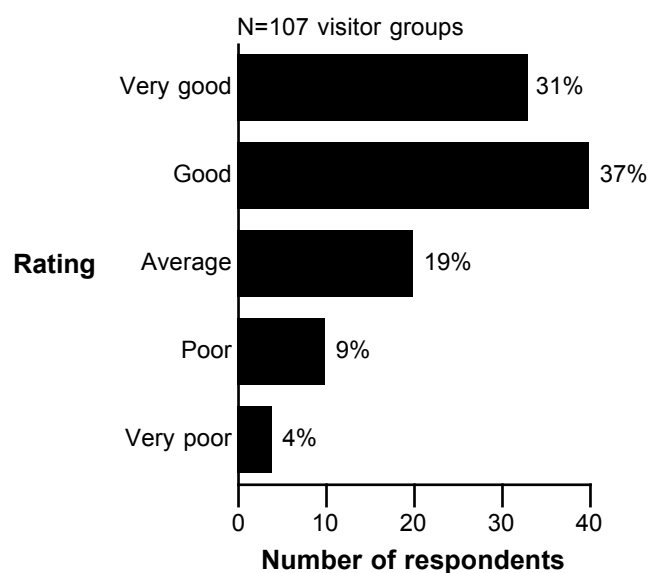


Figure 99: Quality of Morino Grill

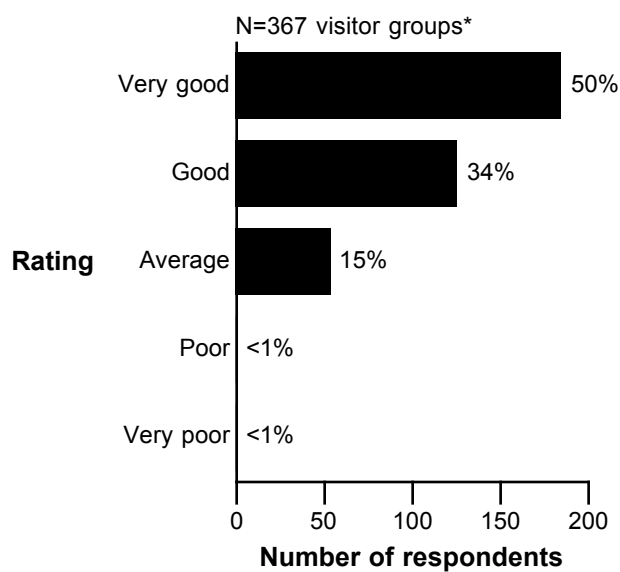


Figure 100: Quality of Train Depot

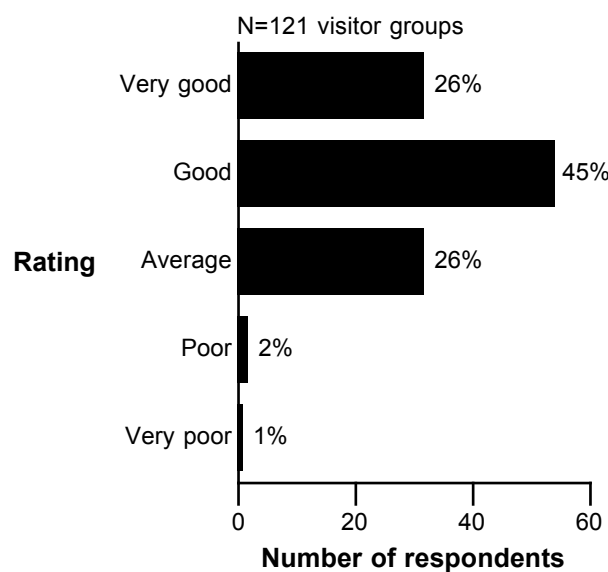


Figure 101: Quality of McKinley Mercantile

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

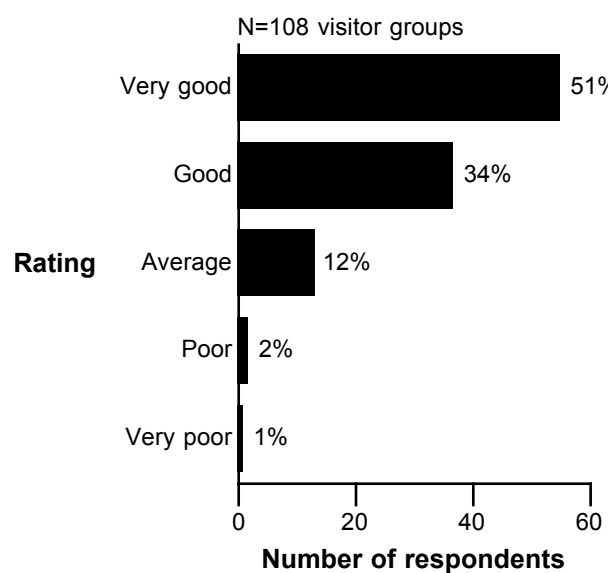


Figure 102: Quality of park campgrounds

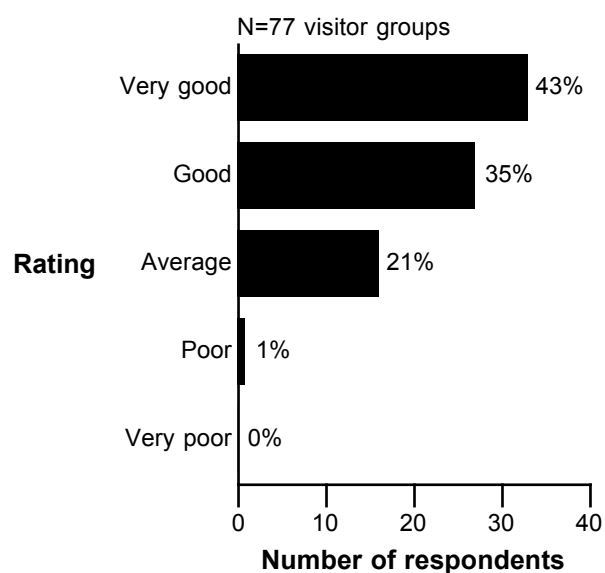


Figure 103: Quality of Savage Cabin

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings

- Figures 104 and 105 show the mean scores of importance and quality ratings for all visitor facilities that were rated by 30 or more visitor groups.
- All visitor facilities were rated above average in importance and quality.

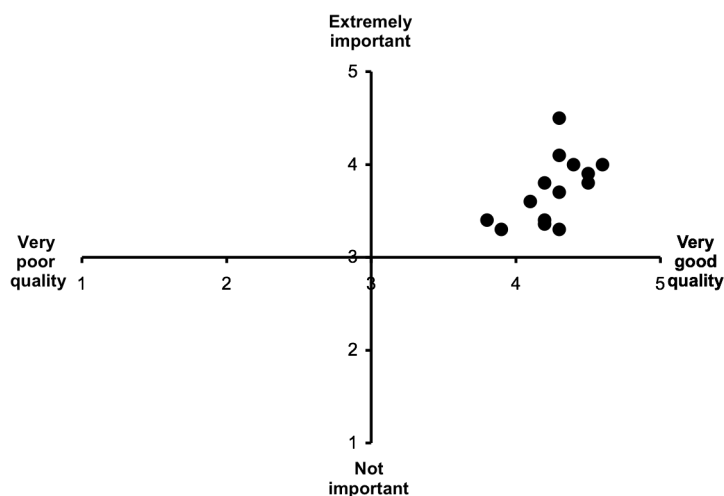


Figure 104: Mean scores of importance and quality ratings for visitor facilities

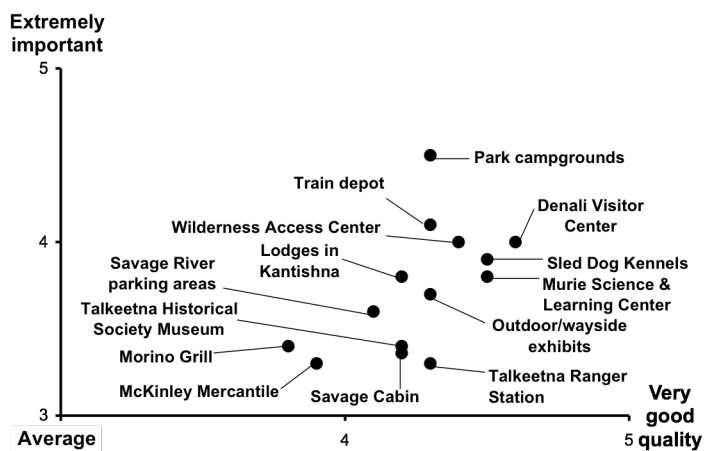


Figure 105: Detail of Figure 104

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 12e

If you rated any of the above facilities as “very poor” or “poor,” please explain why.

Results

- Table 13 shows the explanations why visitor facilities received “very poor” or “poor” ratings.

Table 13: “Very poor” and “poor” rating explanations

N= 65 comments;

some visitor groups made more than one comment.

Explanation	Number of times mentioned
Slow service	9
Uninformative/inappropriate exhibits	8
Limited/far parking	6
Long wait in line	5
Uninformative staff	5
Unclean	4
Unfriendly employees	4
Need more space	3
Overall poor quality	3
Expensive	2
Need more showers/laundry	2
Loud	2
Poor drainage	2
Proximity to mountain/wildlife	2
Poor food options	2
Not well maintained	2
Other comments	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services used on past visits

Question 13d

Please indicate all of the visitor services that you and your group used during past visits to Denali NP & Preserve.

Results

- As shown in Figure 106, the most used visitor services included:

70% Park brochure/map
53% Assistance from
information desk staff

- The least used service was:

0% Airplane transport to
Kantishna or back country

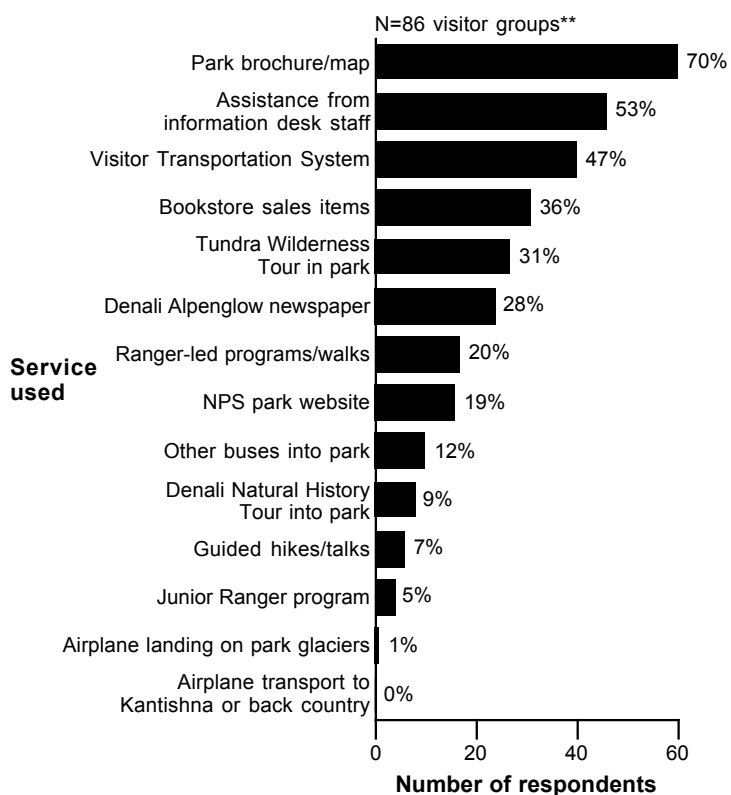


Figure 106: Visitor services used on past visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services used

Question 13a

Please indicate all of the visitor services that you and your group used during this visit to Denali NP & Preserve.

Results

- As shown in Figure 107, the most used visitor services included:

73% Park brochure/map
54% Assistance from
information desk staff

- The least used service was:

1% Airplane transport to
Kantishna or back country

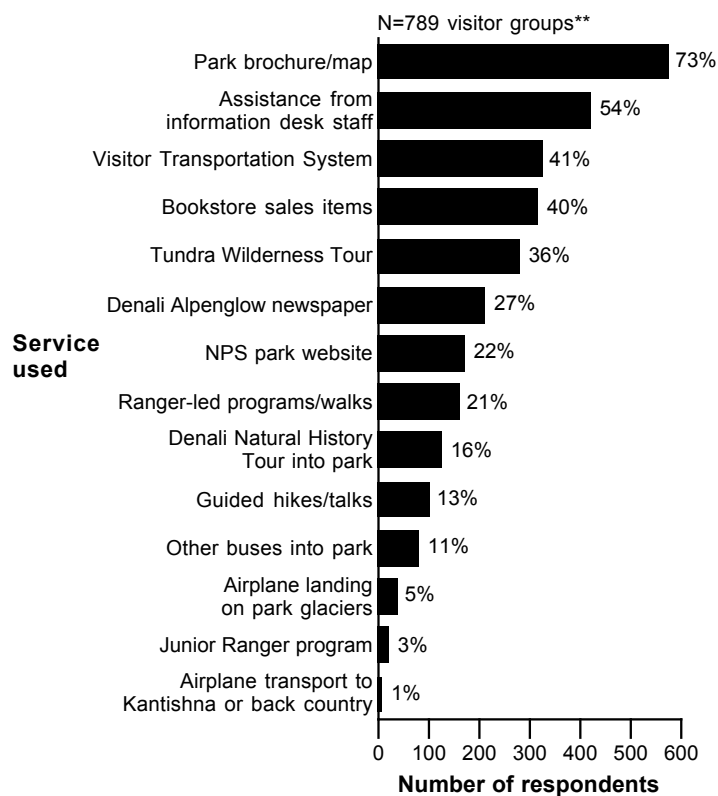


Figure 107: Visitor services used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services

Question 13b

For only those services that you or your group used, please rate their importance from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 108 shows the combined proportions of “extremely important” and “very important” ratings for visitor services that were rated by 30 or more visitor groups.
- The services receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 98% Tundra Wilderness Tour in park
- 95% Visitor Transportation System in park

- Figures 109 to 122 show the importance ratings for each visitor service.
- The service receiving the highest “not important” rating was:

- 5% Denali Alpenglow newspaper

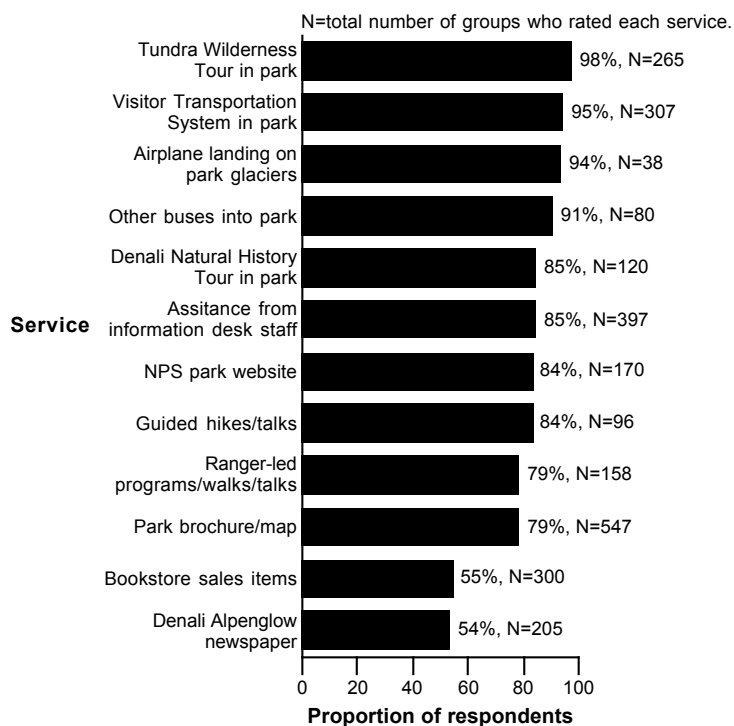


Figure 108: Combined proportions of “extremely important” and “very important” ratings for visitor services

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

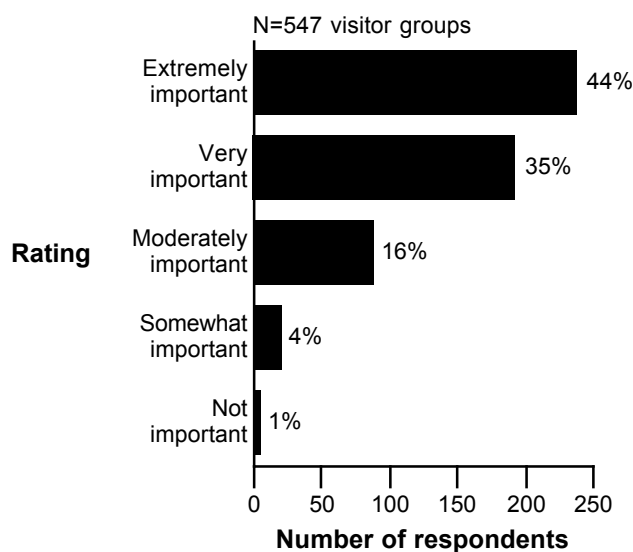


Figure 109: Importance of park brochure/map

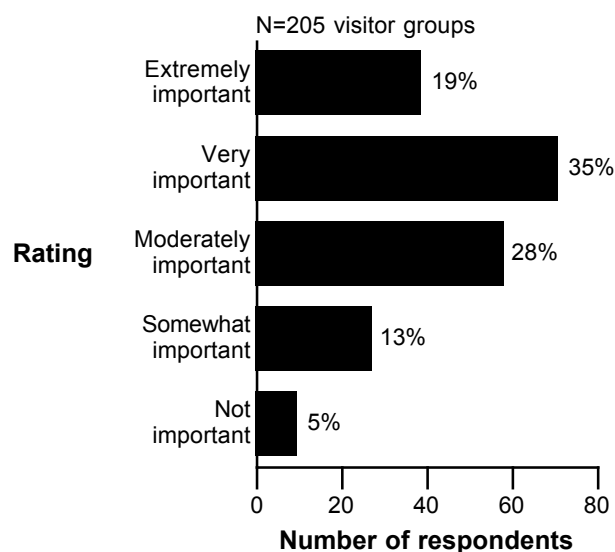


Figure 110: Importance of Denali Alpenglow newspaper

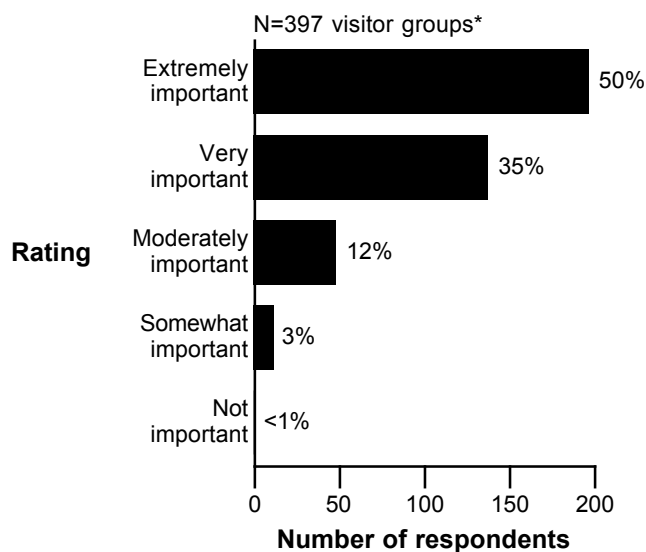


Figure 111: Importance of assistance from information desk staff

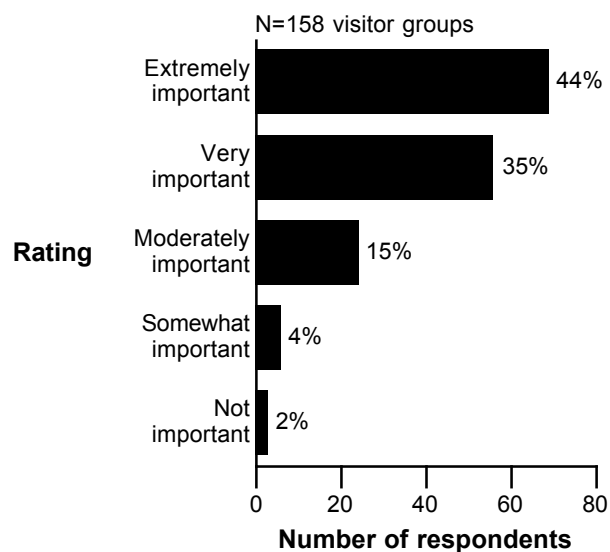


Figure 112: Importance of ranger-led programs/walks/talks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

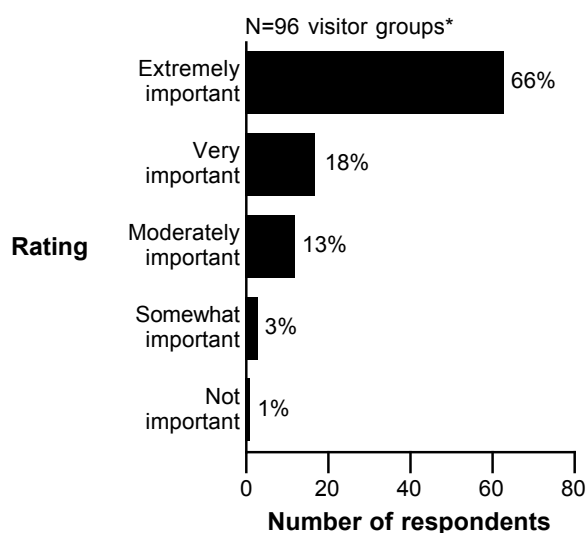


Figure 113: Importance of guided hikes/talks

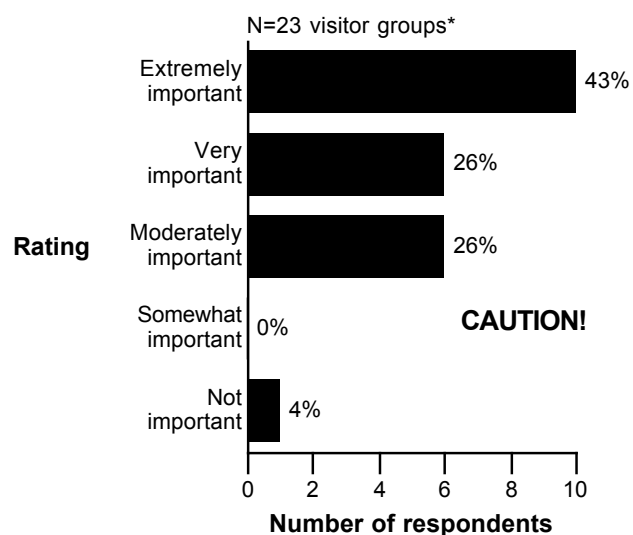


Figure 114: Importance of Junior Ranger program

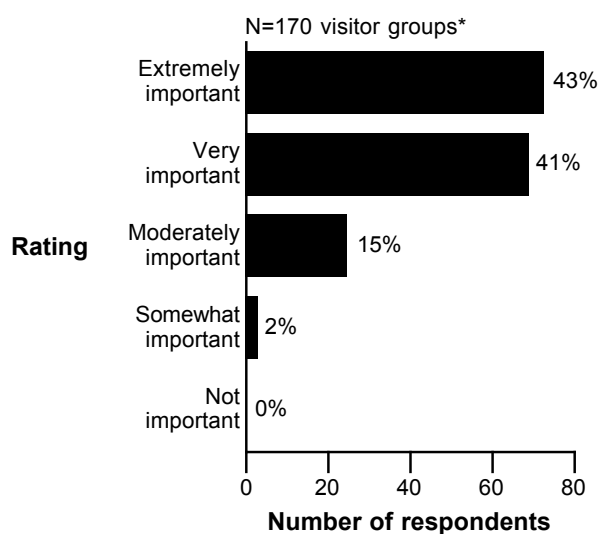


Figure 115: Importance of park website

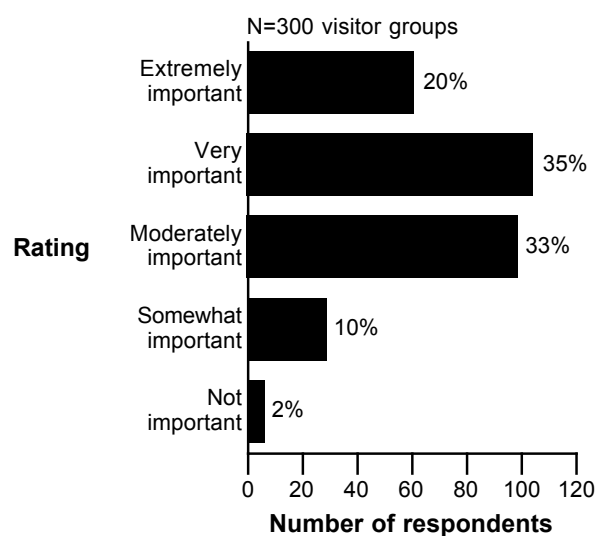


Figure 116: Importance of bookstore sales items

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

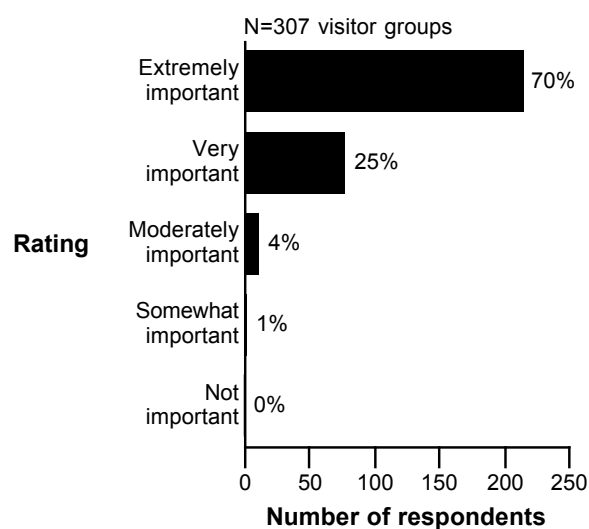


Figure 117: Importance of Visitor Transportation System (VTS) into park

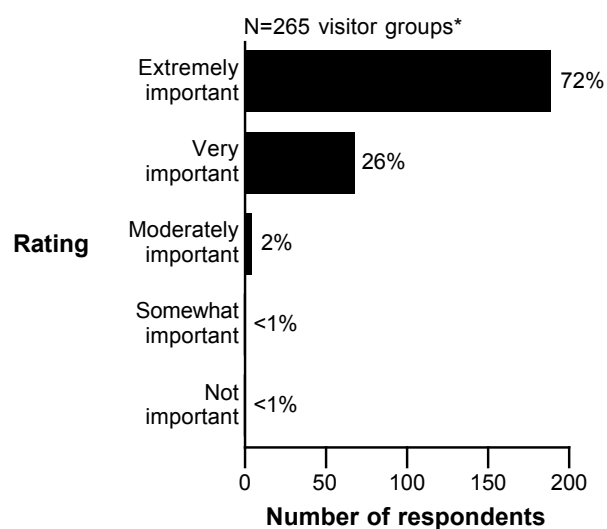


Figure 118: Importance of Tundra Wilderness Tour (TWT) into park

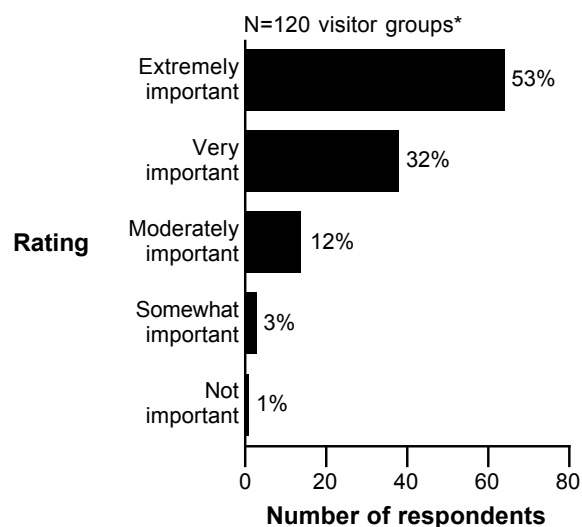


Figure 119: Importance of Denali Natural History Tour into park

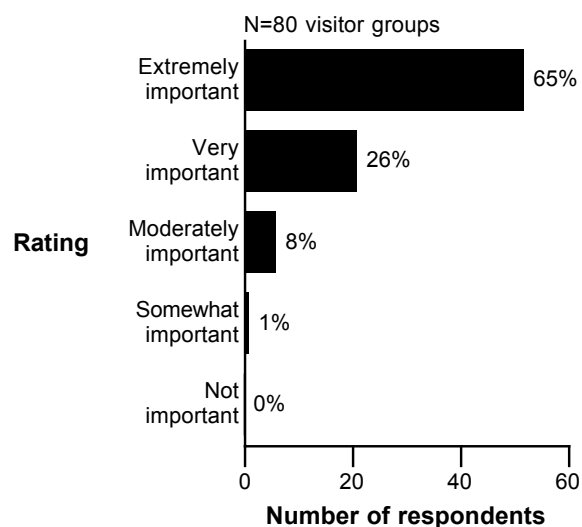


Figure 120: Importance of other buses into park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

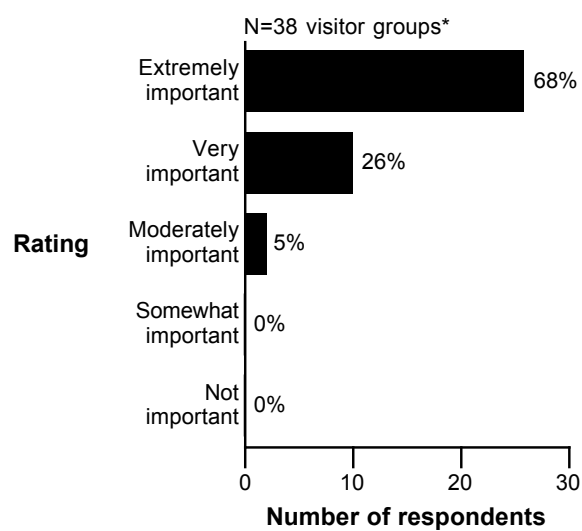


Figure 121: Importance of airplane landing on park glaciers

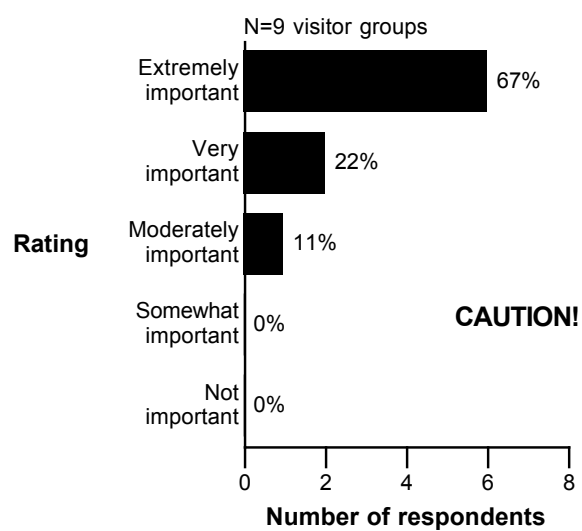


Figure 122: Importance of airplane transport to Kantishna

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services

Question 13c

Finally, for only those services that you and your group used, please rate their quality from 1-5.

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 123 shows the combined proportions of “very good” and “good” quality ratings for visitor services that were rated by 30 or more visitor groups.
- The services that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 95% Airplane landing on park glaciers
 - 94% Guided hikes/talks
 - 94% Ranger-led programs/walks/talks
- Figures 124 to 137 show the quality ratings for each service.
- The services receiving the highest “very poor” quality ratings were:
 - 3% Airplane landing on park glaciers

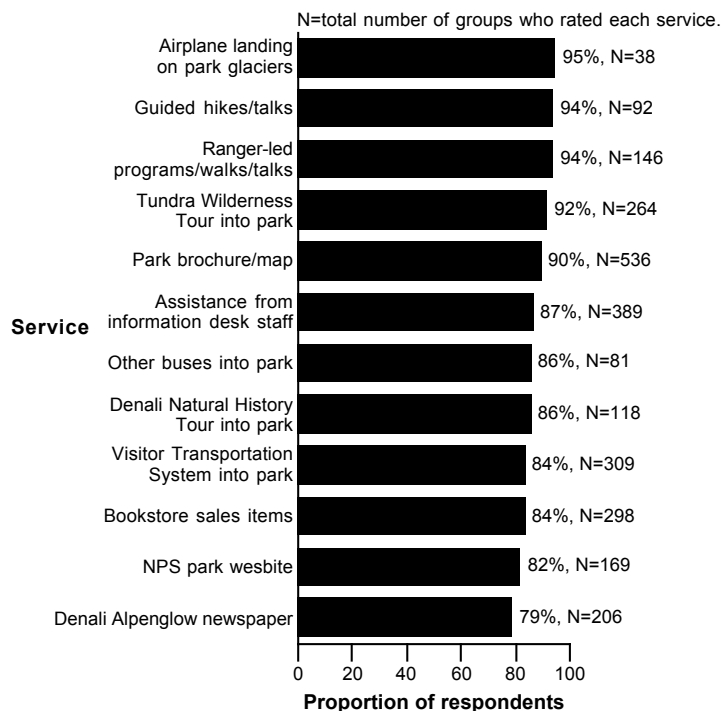


Figure 123: Combined proportions of “very good” and “good” quality ratings for visitor services

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

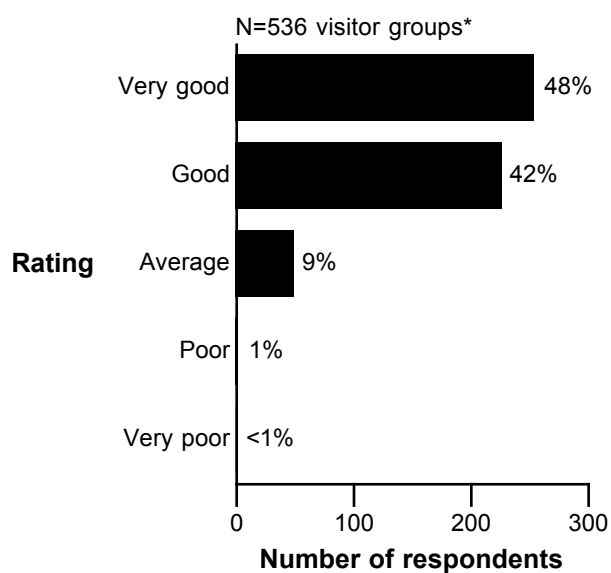


Figure 124: Quality of park brochure/map

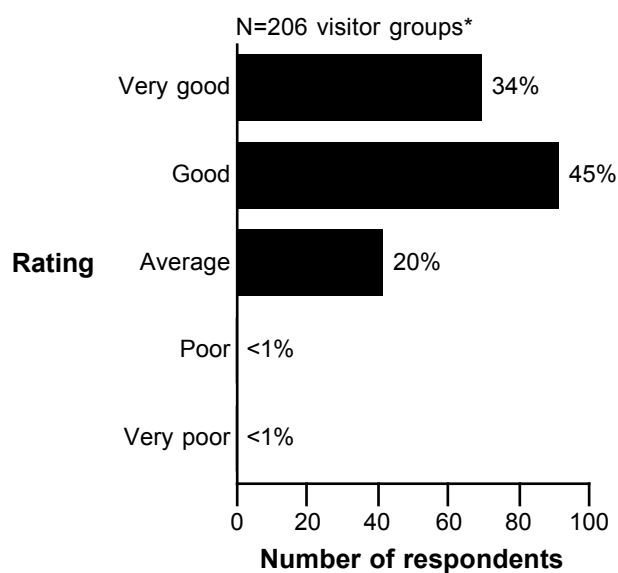


Figure 125: Quality of Denali Alpenglowl newspaper

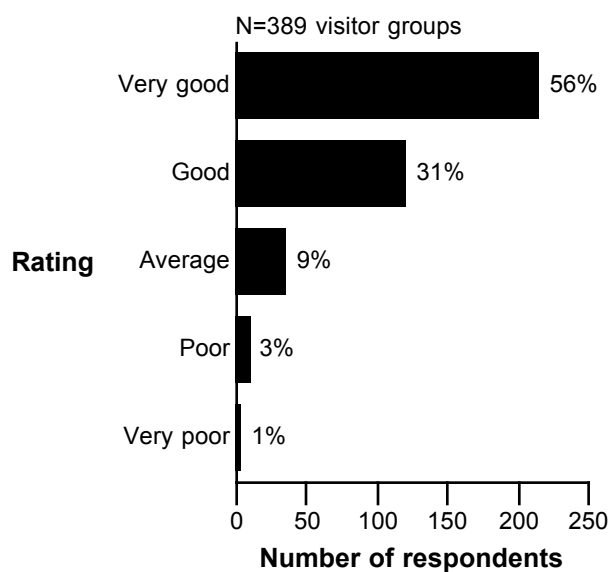


Figure 126: Quality of assistance from information desk staff

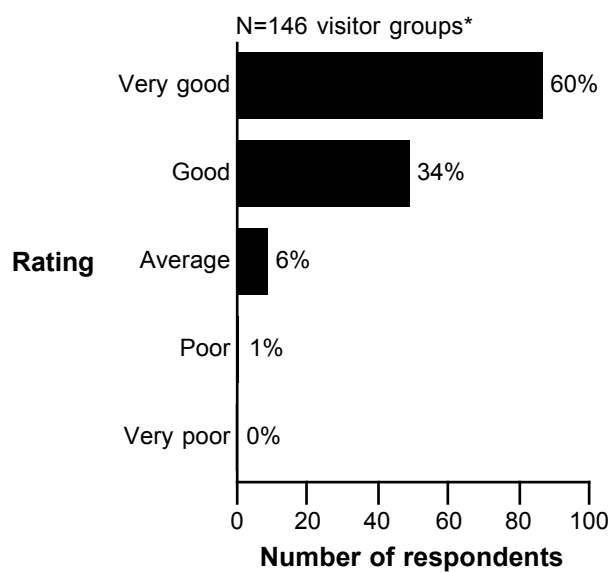


Figure 127: Quality of ranger-led programs/walks/talks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

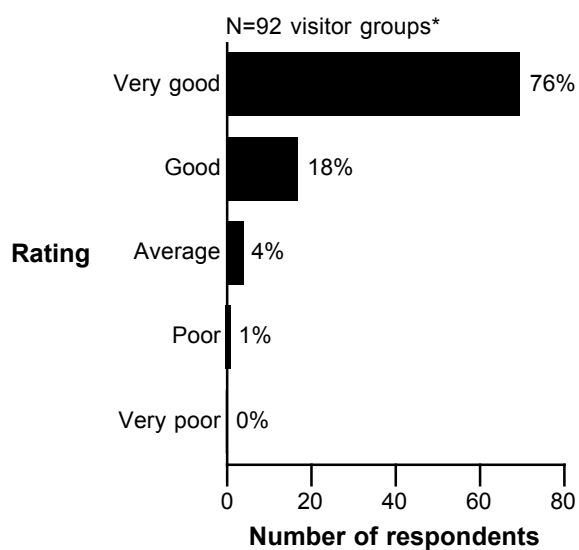


Figure 128: Quality of guided hikes/talks

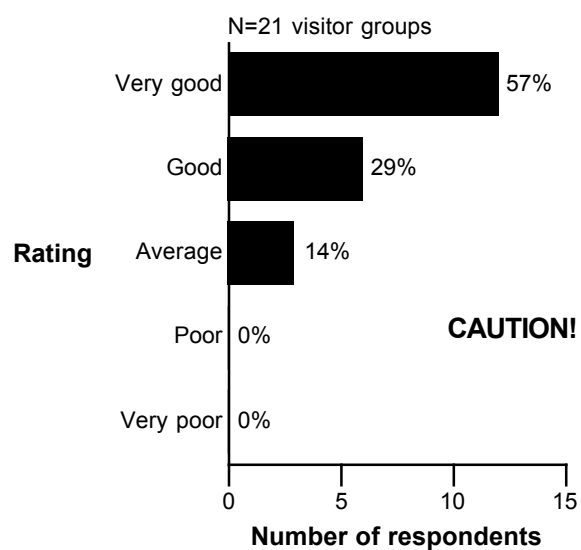


Figure 129: Quality of Junior Ranger program

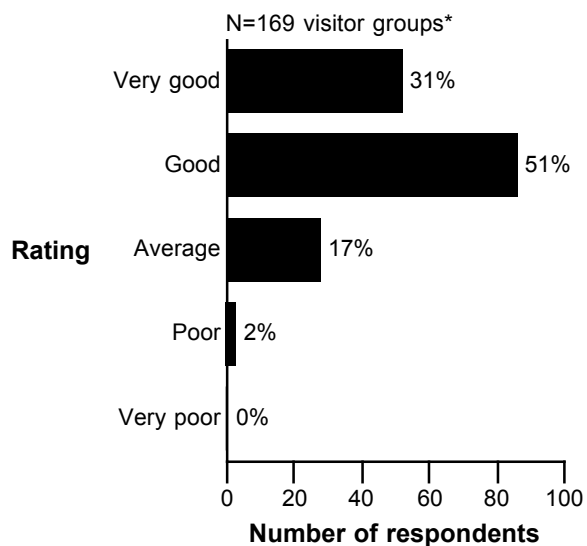


Figure 130: Quality of park website

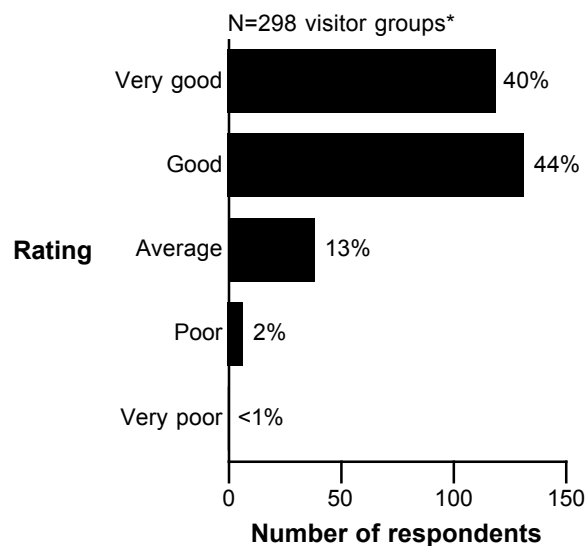


Figure 131: Quality of bookstore sales items

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

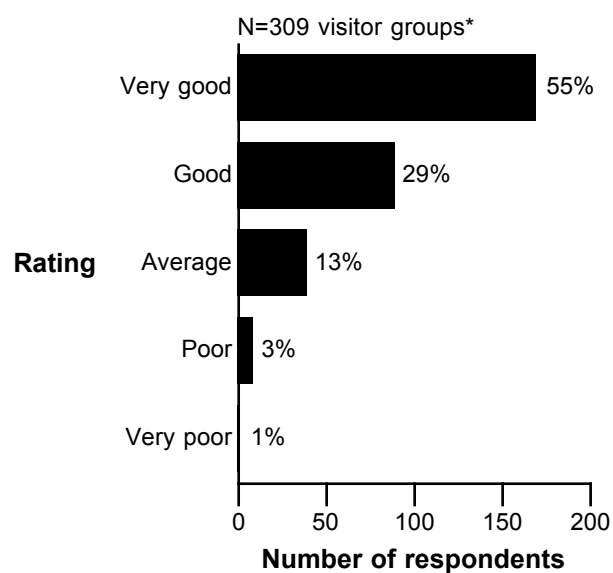


Figure 132: Quality of Visitor Transportation System (VTS) into park

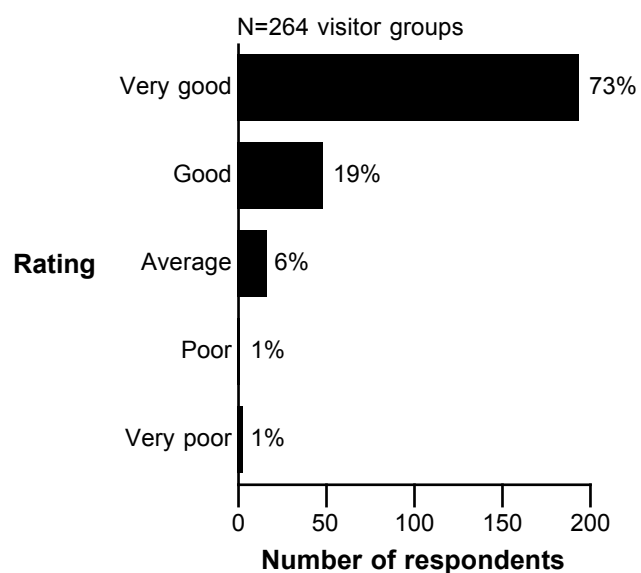


Figure 133: Quality of Tundra Wilderness Tour (TWT) into park

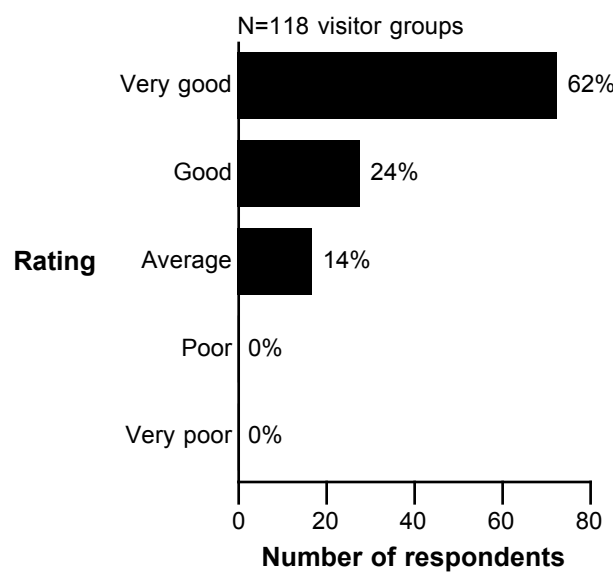


Figure 134: Quality of Denali Natural History Tour into park

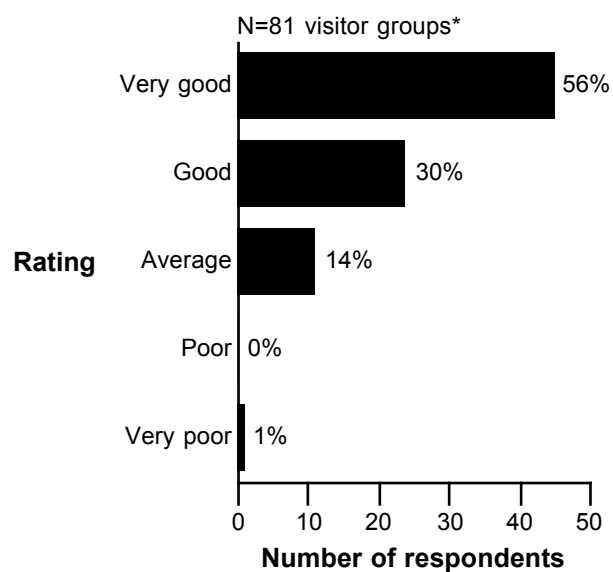


Figure 135: Quality of other buses into park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

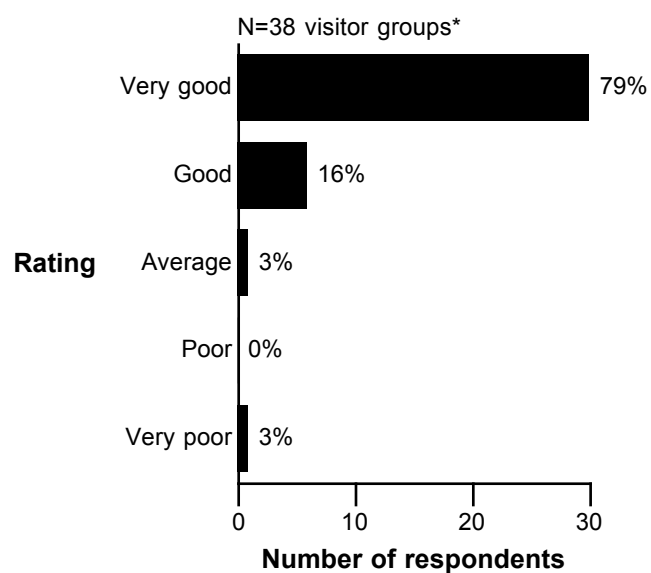


Figure 136: Quality of airplane landing on park glaciers

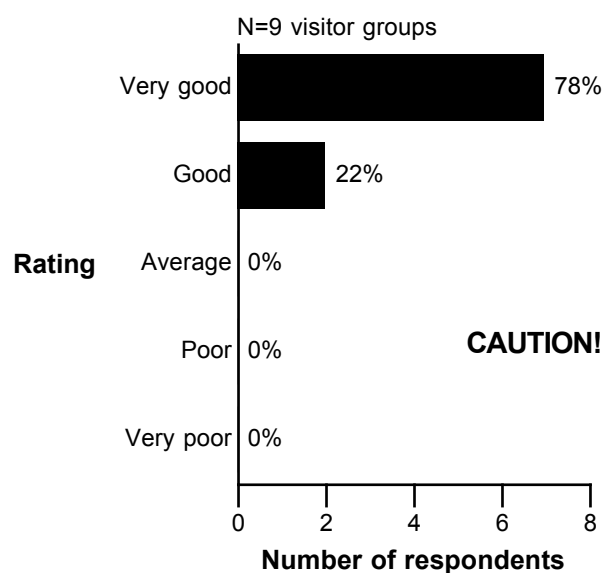


Figure 137: Quality of airplane transport to Kantishna or back country

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings

- Figures 138 and 139 show the mean scores of importance and quality ratings for all visitor services that were rated by 30 or more visitor groups.
- All visitor facilities were rated above average in importance and quality.

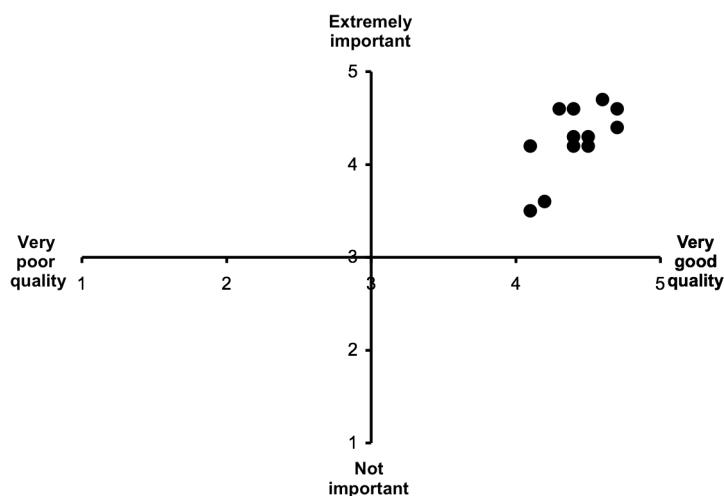


Figure 138: Mean scores of importance and quality ratings for visitor services

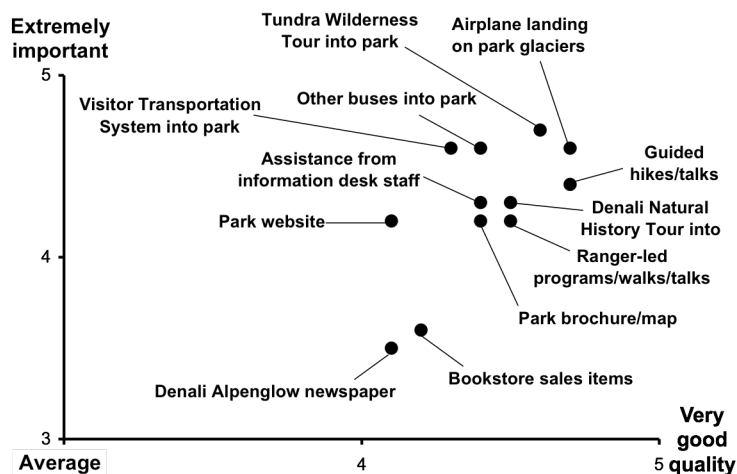


Figure 139: Detail of Figure 138

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13e

If you rated any of the above services as “very poor” or “poor,” please explain why.

Results

- Table 14 shows the explanations why visitor services received “very poor” or “poor” ratings.

Table 14: “Very poor” and “poor” rating explanations

N= 56 comments;

some visitor groups made more than one comment.

Explanation	Number of times mentioned
Unfriendly staff/drivers	12
Uninformative staff	7
Uncomfortable bus ride	6
Bus design	5
Would like printed trail guides	5
Needed more bus information	4
Received wrong information	4
Unhappy with sales items	3
Poor food	2
More buses available for backpackers	2
Staff didn't speak English	2
Dissatisfied with tour	2
Other comments	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Value for fee paid

Question 17a

The current fee is \$10/person or \$20/family.
In your opinion, how appropriate is this amount?

Results

- 88% of visitor groups rated the cost of entering Denali NP & Preserve as "about right" (see Figure 140).
- 7% rated fee as "too low."
- 5% felt the entrance fee was "too high."

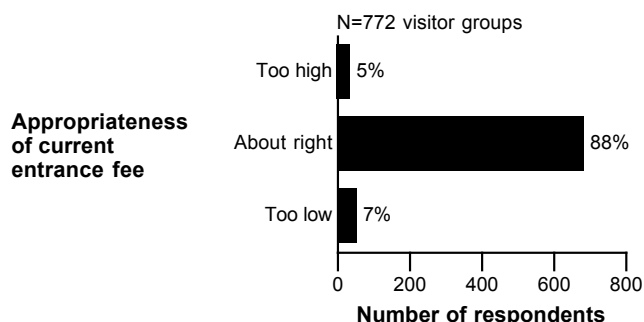


Figure 140: Visitor opinion \$10/person or \$20/family entrance fee

Question 17b

How would you and your group rate the value for the entrance fee you paid?

Results

- 78% of visitor groups rated the value for fee paid as "very good" or "good" (see Figure 141).
- <1% rated fee as "very poor."

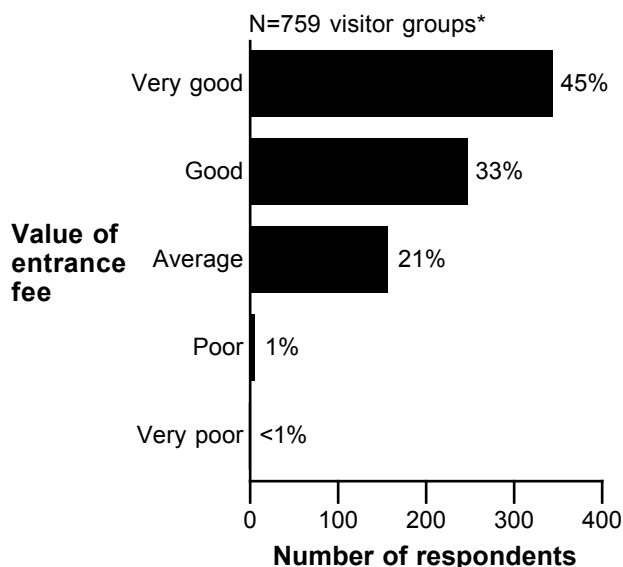


Figure 141: Visitor opinion of value for fee paid

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reservation services used

Question 16a

On this trip to Denali NP & Preserve, did you or any members of your group use the following reservation services?

Results

- As shown in Figure 142, the most common reservation services used included:
 - 46% Park bus reservations in person
 - 35% Park bus reservations by phone
- The least common reservation service used was:
 - 9% Backcountry/wilderness permits

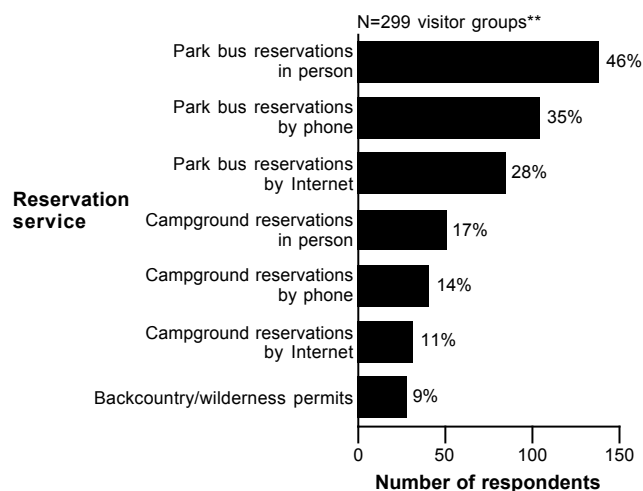


Figure 142: Reservation services used

Reservation services quality ratings

Question 16b

For each reservation service that you and your group used, please rate the quality using a scale from 1-5 of each of the following features:

Sufficiency of reservations
 Assistance from reservation staff
 Efficiency of service
 Ease of use
 Accuracy of reservation permit

Results

- Tables 15-21 show the quality ratings for each reservation service feature.
- Table 22 displays the combined proportions of “very good” and “good” quality ratings for reservation services.

Table 15: Campground reservations by phone
 N=number of visitor groups who rated each benefit;
 percentages may not equal 100 due to rounding.

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of reservations provided	38	53	24	18	0	5
Assistance from reservation staff	32	59	25	6	9	0
Efficiency of service	32	59	22	9	6	3
Ease of use	31	61	23	13	3	0
Accuracy of reservation permit	33	70	12	6	12	0

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16: Campground reservations by internetN=number of visitor groups who rated each benefit;
percentages may not equal 100 due to rounding.

CAUTION!

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of reservations provided	29	38	34	17	7	3
Assistance from reservation staff	15	40	33	27	0	0
Efficiency of service	23	39	48	13	0	0
Ease of use	23	26	61	13	0	0
Accuracy of reservation permit	24	54	29	13	0	4

Table 17: Campground reservations in personN=number of visitor groups who rated each benefit;
percentages may not equal 100 due to rounding.

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of reservations provided	47	45	30	19	4	2
Assistance from reservation staff	46	59	24	13	2	2
Efficiency of service	41	51	24	17	5	2
Ease of use	45	53	20	20	2	4
Accuracy of reservation permit	44	70	18	7	2	2

Table 18: Park bus reservations by phoneN=number of visitor groups who rated each benefit;
percentages may not equal 100 due to rounding.

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of reservations provided	99	42	37	10	5	5
Assistance from reservation staff	89	49	31	9	8	2
Efficiency of service	87	47	30	11	7	5
Ease of use	87	47	32	15	3	2
Accuracy of reservation permit	83	61	24	5	6	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19: Park bus reservations by internet
 N=number of visitor groups who rated each benefit;
 percentages may not equal 100 due to rounding.

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of reservations provided	78	36	40	17	8	0
Assistance from reservation staff	54	43	30	22	4	2
Efficiency of service	67	33	36	22	7	1
Ease of use	70	31	40	17	10	1
Accuracy of reservation permit	67	49	31	13	3	3

Table 20: Park bus reservations in person
 N=number of visitor groups who rated each benefit;
 percentages may not equal 100 due to rounding.

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of reservations provided	130	43	42	12	2	2
Assistance from reservation staff	126	50	33	12	4	2
Efficiency of service	119	46	33	15	3	3
Ease of use	116	47	37	13	2	2
Accuracy of reservation permit	107	65	28	6	0	1

Table 21: Backcountry/wilderness permits
 N=number of visitor groups who rated each benefit;
 percentages may not equal 100 due to rounding.

CAUTION!

Feature	N	Rating (%)				
		Very good	Good	Average	Poor	Very poor
Sufficiency of reservations provided	27	59	26	4	11	0
Assistance from reservation staff	26	62	23	12	0	4
Efficiency of service	26	73	15	8	0	4
Ease of use	25	52	40	4	0	4
Accuracy of reservation permit	26	77	12	8	0	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Results

- Table 22 displays the combined proportions of “very good” and “good” quality ratings for reservation services.
- The highest combined “very good” and “good” proportions were:
 - 93% Park bus reservations in person-accuracy of reservation permit
 - 88% Campground reservations in person-accuracy of reservation permit
- The service receiving the highest “very poor” rating was:
 - 5% Campground reservations by phone-sufficiency of reservations provided
 - 5% Park bus reservations by phone-sufficiency of reservations provided
 - 5% Park bus reservations by phone-efficiency of service

Table 22: Combined proportions of “very good” and “good” quality ratings

N=number of visitor groups who rated each benefit;
percentages may not equal 100 due to rounding.

Reservation service	Feature rating (%)				Accuracy of reservation permit
	Sufficiency of reservations provided	Assistance from reservation staff	Efficiency of service	Ease of use	
Campground reservations by phone	77, N=38	84, N=32	81, N=32	84, N=31	82, N=33
Campground reservations in person	75, N=47	83, N=46	75, N=41	73, N=45	88, N=44
Park bus reservations by phone	79, N=99	80, N=89	77, N=87	79, N=87	85, N=83
Park bus reservations by internet	76, N=78	73, N=54	69, N=67	71, N=70	80, N=67
Park bus reservations in person	85, N=130	83, N=126	79, N=119	84, N=116	93, N=107

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16c

If you or your group used any of the above services, please describe any changes you would recommend to the current system.

Results

- Table 23 shows the recommendations that visitor groups mentioned for the current system.
- 10% of visitor groups (N=54) responded to this question.

Table 23: Visitor group recommended changes to reservation services

N=90 comments;
some visitor groups made more than one comment.

Service	Comment
Aramark	Does not do a good job.
Backcountry	Allow reservations in advance. Open earlier in the day. Give stronger recommendations. More info on terrain, safety, etc.
Bear boxes	Great to have them.
Bus service	More friendly volunteer information. Depart from Visitor's Center instead of Wilderness Access Center. Need better information on use. Too expensive, uncomfortable. It's needed to have a sign for every direction. We thought you do a great job. Larger buses at early hours (7-8am), when buses fill quickly. Simply too confusing - did not understand differences in services at all. Being a national park the fees should be more reasonable and there should not be a fee to change the day of ticket. Clearer description of what it is and what is available. Taking buses inside park/or tours is not something that people outside the U.S. necessarily understand. Change destination of fish creek for top hill viewpoint. Keep everything in same depot. Need somebody to speak other languages since it's a National Park with different people. The 10am fish creek bus was somehow overbooked, not sure how it happened. More friendly and helpful. More information about the system. Keep "pick up purchased tickets" line to pick ups only. Was unable to print tickets and had to pick up at Wilderness Access Center.
Bus reservations	Be open until at least until 9:00pm. Make sure people understand you can get off and on the buses. Make it clear, like on pg 10, that TWT means 7hr tour, NHT means 3hr tour and VTS means any length drive. You need to have departure (times) printed on the reservation. Need better signs for lines for previous reservations and no previous reservations. Make available reservations for people staying in the campgrounds in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 23: Visitor group recommended changes to reservation services
(continued)**

Service	Comment
Bus reservations (continued)	Personnel could be more concise in descriptions of stops & routes- for instance, we wanted to see Mt. McKinley. The lady who helped us gave a lot of info. All we wanted to know was which route would let us have a good view.
Bus reservations via internet	Just some seats. Enable booking of specific times.
Bus reservation via phone	Problem opening tickets as e-mail attachments. Make website user-friendly. Internet showed all permits. Sold out after calling on phone, was sold out. More reliable confirmation; I had to call to get it. Lacks a few answers to questions like accessibility of getting on/off and getting another bus. Times bus leaves/returns a little unclear for camper bus on website. Easier to use for availability of seats, times. I had to call instead. Didn't receive all reservation PDF so we went 1-day early to get ticket. Immediate view of how many seats left on bus via internet reservation. Should be able to obtain tickets with ease at access center without emailed confirmation.
Campground reservations	Should have told us to wait until oriented- we wasted \$50 because we had tickets we couldn't use. Reluctant to sent ticket info by mail but said they would (2 wks ahead of time) and tickets never arrived. Would prefer tickets sent instead of confirmation # flyer would be appreciated. More information provide about golden age passport and its use Allow drop in camping so if you have change of plans in the backcountry you have a place to stay. Differing info- we found by calling we got places the internet said were unavailable. If reservations cannot be done via internet, tell the user to call. When I asked to camp by RV, only 4 people are allowed, but we were 5, so had to reserve 2 RV spaces, In other words- allow more people per RV site. Registration was too cumbersome, should be done at camp We were not notified at the Wilderness Access Center that Savage River was closed for tent camping. We found out from the host. We were not able to get a site, but when we drove through savage Riley Creek, there seemed to be lots of vacant spots with no tags. We had to leave!
Desk services	Give campsite numbers. Strongly emphasize no water or food will be available on shuttle. Should remind people that there is no food or water available on tours. Warn VTS riders no food available anywhere in park. Speak good English. Signs for bus location. Need more people working. Watch others. Don't sneak on the side. Need more people at crunch hours.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 23: Visitor group recommended changes to reservation services
(continued)**

Reservation service	Comment
Desk services (continued)	<p>Better explanation of service (i.e. it's better/cheaper than TWT-explain differences in routes).</p> <p>Need faster service at peak times - some employees behind counter, but not helping others - idle computers.</p> <p>Booked tundra wilderness tour on phone- waited in wrong line at center to pick up tickets. Probably mostly our fault. Would appreciate clearer message telling which line to stand in if just need to pick up tickets.</p> <p>Line was too long and slow.</p> <p>Addition of a sign.</p> <p>Increase efficiency. One computer.</p> <p>Not much information.</p> <p>When the lines get longer add another staffer.</p> <p>Reservations at visitor center. I did not realize the reservation was a voucher and that I needed to buy a bus ticket at wilderness access center.</p>
Bus Drivers	<p>One great!, one grumpy!</p> <p>Driver more personal and more time to enjoy animals.</p> <p>Not clear where to go to do what. This should be clearly indicated on the map. E.g. diff. location to reserve Riley Campground vs. wilderness permit.</p>
Printed materials Internet	<p>Difficult to get details of bus trips available and how they compare.</p> <p>Not user friendly.</p> <p>We struggled to figure our maps, and guided hikes on internet. They need to be more user friendly.</p> <p>Quicker response, had to call to see if reservation was received</p> <p>More info like question and answers.</p> <p>Print 2 copies, one for bus driver and another to keep to show other bus drivers when getting on and off the bus.</p> <p>A bit unclear as to how and where to go in internet info and guidebooks. Live person was clear.</p> <p>Online chat with staff to book service.</p> <p>When we made our TWT reservation online, we had to call in as well-duplicating our efforts. We were told they started us for 5:10 am, but when we picked up our tickets, our reservation time was 7:30 am.</p> <p>VERY FRUSTRATING, need to reserve a specific time.</p> <p>Need more information. Ticket could not be printed like email said. No response to emails.</p>
Phone reservations	<p>20 minutes is a long time to wait for an operator.</p> <p>I was told the tickets would be sent via email, but they were not accessible, so I had to call back twice to have proper tickets sent to my house.</p> <p>Start all over, it sucks, wrong prices, poor info.</p> <p>12 minutes waiting on the phone.</p> <p>As on earlier page-need to be clear about 6 am vs. 6 pm tour.</p>
Wilderness Access Center	<p>Some system at info kiosk to keep people from cutting in when others have been waiting.</p> <p>Make sure employees are competent and really know system and have good communication skills.</p> <p>Very slow, had to wait over an hour.</p>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Methods to learn about the park on a future visit

Question 25

On a future visit, how would you and your group prefer to learn about Denali NP & Preserve?

Results

- 94% of visitor groups would like to learn about the park and preserve on a future visit (see Figure 143).

- As shown in Figure 144, the methods visitors would like to use to learn on a future visit were:

67% Printed materials
66% Tour bus driver naturalist
44% Audio-visual programs
42% Ranger-led activities

- “Other” methods (3%) were:

Internet
Other languages
Exhibit cards
Guided hikes
Bigger buses
Flightseeing

**Interested
in learning on
future visit?**

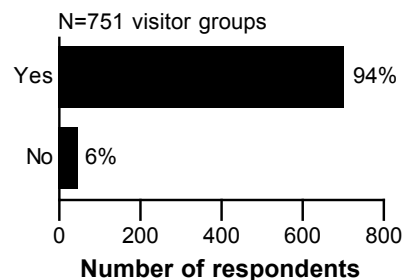


Figure 143: Visitor groups interested in learning about the park and preserve

**Preferred
methods
of learning**

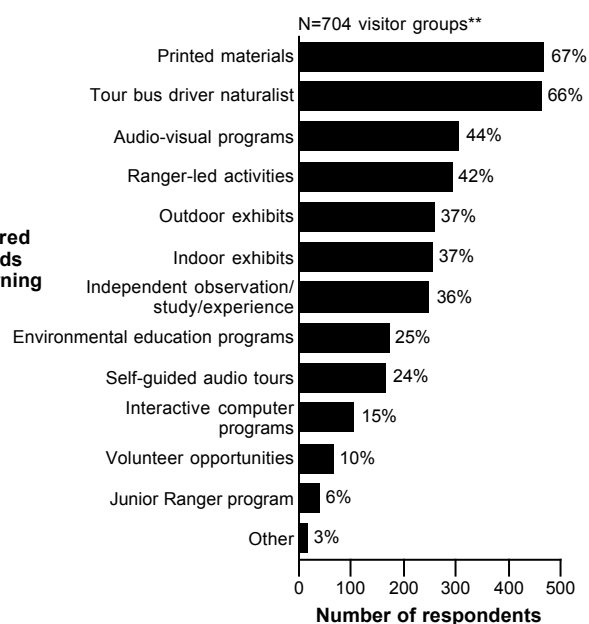


Figure 144: Methods to learn about the park on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality**Question 29**

Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Denali NP & Preserve during this trip?

Results

- 93% of visitor groups rated the overall quality as “very good” or “good” (see Figure 145).
- One percent rated the overall quality as “very poor” or “poor.”

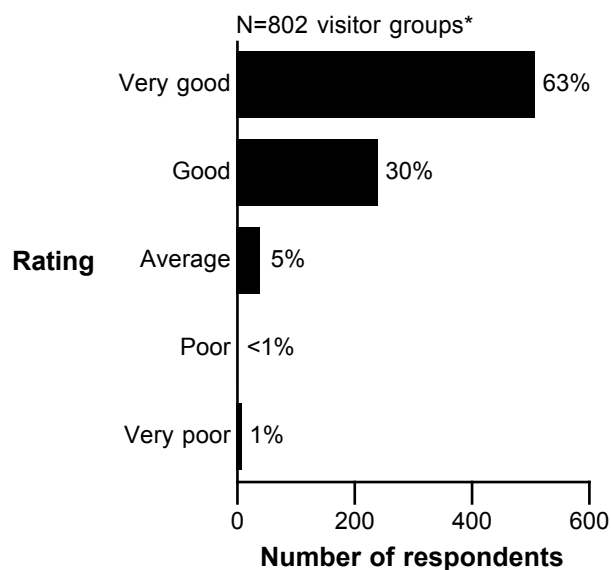


Figure 145: Overall quality of visitor facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

What visitors liked most

Question 26a

What did you and your group like most about your visit to Denali NP & Preserve?

Results

- 96% of visitor groups (N=782) responded to this question.
- Table 24 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 24: What visitors liked most

N=1,323 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff was great	17
Rangers were friendly, informative	5
INTERPRETIVE SERVICES	
Tundra Wilderness Tour (TWT)	45
Tour guide/naturalist was informative	26
Ranger talks	11
Denali Natural History Tour	10
Video	10
Tour information	9
Park activities/programs	6
Park history	5
Visitor center exhibits	5
Murie Science & Learning Center	2
Other comments	3
FACILITIES/MANTENANCE	
Visitor center	19
Cleanliness of park	17
Trails	11
Sled dogs and kennels	9
Campgrounds	8
Cabins	2
Kantishna	2

**Table 24: What visitors liked most
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Bus tour/driver was great	94
Hiking/backpacking opportunities	35
Solitude	13
Natural quiet	8
River rafting	8
Flightseeing	6
Non-commercial aspects of park	6
Ease of access to park	5
Protection of park	4
Lack of crowds	3
Flights to park glaciers	2
Other comments	2
RESOURCE MANAGEMENT	
Viewing wildlife	346
Scenic views/vistas	218
Natural beauty	135
Mount McKinley	65
Wilderness/backcountry	58
Flora	7
Mountains	5
Clean air	2
Rivers	2
GENERAL COMMENTS	
Everything	19
The vastness/immensity of the park	17
Experiencing the park	5
Other visitors in the park	3
Photography	2
Other comments	31

What visitors liked least

Question 26b

What did you and your group like least about your visit to Denali NP & Preserve?

Results

- 78% of visitor groups (N=636) responded to this question.
- Table 25 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 25: What visitors liked least

N=651 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff	9
Tour guide	8
Inconsistent bus drivers (grumpy, friendly, talkative, silent, etc.)	6
INTERPRETIVE SERVICES	
Program/activity information	11
Poor information provided	7
Lack of independence with tour groups	6
Lack of family activities	2
Other comments	3
FACILITIES/MANTENANCE	
Quality of buses	27
Road quality	20
Cafeteria/food selection in park	19
Quality of restrooms	10
Quality of accommodations	6
Intervals and stop locations of buses	5
Camping availability	3
Facility hours of operation	3
Access to trails	3
Other comments	4

**Table 25: What visitors liked least
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Duration of bus ride	55
Crowds/other visitors	44
Crowding/confusion on buses	17
Limited access to park	16
Prices in park	13
Commercialization of park	10
Personal vehicles not allowed	9
Reservation systems	5
Cost of bus	3
Lack of drinking water on tours	2
Access for disabled persons	2
Other comments	5
RESOURCE MANAGEMENT	
Viewing a lack of wildlife	55
Wildlife was too far away	5
Noise pollution	5
GENERAL COMMENTS	
Nothing	80
Weather	57
Not enough time	53
Travel time to park	7
Insects	6
Other comments	50

Planning for the future

Question 27

If you were a park manager planning for the future of Denali National Park and Preserve, what would you propose?

Results

- 59% of visitor groups (N=482) responded to this question.
- Table 26 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 26: Planning for the future

N=530 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More staff is needed	9
Staff is not well-informed	6
Train employees better	5
Staff members good in general	4
Employees unhelpful	3
Continue to have friendly employees	2
Guides are well informed	2
Other comments	3
INTERPRETIVE SERVICES	
More information about bus system	12
More information in general	8
More guided hiking tours	7
More information about hikes	5
Improve bus routes in general	5
More information about services	4
More education on environment/park philosophy	4
Improve tour/program schedules	4
More informative web site	4
Improve bus routes to include more stops	3
More interpretive displays at rest stops	3
Interpretive signs at stopping areas	3
More films about park	3
Flora/fauna identification brochures/tours	3
Increase variety of tours available	3
Information on bear/backcountry safety	2
Self-guided audio tours	2
Visitor Center displays are great	2
Other comments	10

**Table 26: Planning for the future
(continued)**

Comment	Number of times mentioned
FACILITIES/MANTENANCE	
Improved/smaller buses	10
More comfortable buses	6
Buses with larger viewing windows	4
More modern/fuel efficient buses	3
Larger gift shop/bookstore	3
Keep rest areas clean	2
Facilities well-maintained	2
Larger Visitor Center	2
Other comments	9
POLICIES/RESOURCE MANAGEMENT	
Continue managing park for environment	51
Continue limited access to park	29
Continue bus-only traffic	23
Don't commercialize	23
Limit number of buses to increase wildlife	12
Improve roads	11
Create more trails	10
Implement rail system	7
Increase access to park	6
Add park entrances	6
Increase inside park lodging	5
Allow private vehicle access	5
Try to minimize human impact	5
More/improved recycling bins	4
Keep development down	4
Increase number of buses and tours	4
Increase transportation to services	4
Make drinking water more available	3
Emphasize more hiking, less time on buses	3
Put in a fee station	3
Increase hours of operation	3
Create more campgrounds	3
Do not improve/pave roads	3
Combine/coordinate WAC and Visitor Center	3
Improve RV parks	2
More park exposure	2
Continue to fund park	2
Increase area of park by acquiring land	2
Create more hiking/camping friendly bus	2
Multi-day bus passes	2
Put in guard rails along cliffs	2
Improve backcountry permit system	2
Limit winter motorized recreation	2
Other comments	24

**Table 26: Planning for the future
(continued)**

Comment	Number of times mentioned
GENERAL COMMENTS	
Park good overall/no suggestions	40
Aren't sure/don't know	7
Would like to see more wildlife	7
More variety of inexpensive food services	6
More time to enjoy park	5
More variety of sack lunches	3
Offer more variety of package deals	3
Cycling trip	2
Family-oriented (as opposed to tour-oriented)	2
Quiet rules on buses	2
Ensure good weather	2
Other comments	18

Additional comments

Question 28

Is there anything else you would like to tell us about your visit to Denali National Park and Preserve?

Results

- 51% of visitor groups (N=416) responded to this question.
- Table 27 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 27: Additional comments

N=533 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Great staff	27
Knowledgeable and informative staff/drivers/guides	26
Friendly staff/drivers/guides	20
Helpful staff/drivers/guides	11
Expected more from staff	5
INTERPRETIVE SERVICES	
Would like more information	13
Enjoyed films/slideshow	5
Very informative	5
Enjoyed tour	5
Ability to rest/photograph on tours	5
Enjoyed the kennels	4
Ranger talks were good	4
Native speaker excellent	4
Enjoyed Visitor Center displays	3
Enjoyed evening programs	2
More materials/brochures	2
Website is confusing	2
Liked printed materials	2
Would have taken a different tour	2
Other comments	4
FACILITIES/MAINTENANCE	
Liked Visitor Center	6
Bathrooms are clean	5
Facilities (general) good	4
Campgrounds clean	3
Park clean	3
Other comments	4

**Table 27: Additional comments
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Philosophy of management toward nature	24
Park is great/well run	21
Good job/keep up the good work	9
Tours/lodging expensive	9
Continue limited access/hiking in park	7
Limit commercialization	7
Not enough wildlife viewing	6
Keep putting money into park	5
Limit traffic/use fewer buses	4
More access via private vehicles/walking paths	4
Enjoyed seeing wildlife	3
Use of buses good	3
Tour/office schedules inconvenient	3
Overall services good	2
Enjoy the hiking trails	2
Provide bear protection	2
Backcountry reservations are detrimental	2
Felt crowded	2
Other comments	18
GENERAL COMMENTS	
Enjoyed experience	61
Great!	40
Would like to return	33
Nothing	18
Park is beautiful	15
Wish to have done more/had more time	15
Thanks	8
Enjoy nature/spirituality	7
More than expected it to be	6
Survey too long	4
Enjoyed mountains	3
Weather was bad	3
Enjoyed wildlife	2
Enjoyed everything	2
Other comments	7

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|--|--|---|
| • Awareness that site is unit of NPS | • Members in group not Alaskan residents | • Value for fee paid |
| • Sources of information used prior to visit | • Other national or historical parks visited on trip to Alaska | • Group type |
| • Received needed information? | • Forms of transportation used to arrive at park area | • Group size |
| • Travel plans | • Trails hiked/walked | • Number of vehicles |
| • Reason for visiting the park area (Healy to Trapper Creek/Talkeetna) | • Visitor facilities used on past visits | • Commercial guided tour group |
| • Importance of reasons for visiting park | • Visitor facilities used on this visit | • Educational group |
| • Length of stay | • Importance of visitor facilities | • Other organized group |
| • Number of entries into park | • Quality of visitor facilities | • Visitor age |
| • Overnight stay away from home in park area | • Visitor services used on past visits | • Zip code/state of residence |
| • Number of nights stayed inside park | • Visitor services used on this visit | • Country of residence |
| • Number of nights stayed in park area | • Importance of visitor services | • Number park visits in the last five years |
| • Type of lodging in park | • Quality of visitor services | • Number of lifetime visits |
| • Type of lodging in park area | • Activities on past visits | • Visitor groups visiting as part of a packaged tour |
| • Forms of transportation between park and accommodations | • Activities on this visit | • English as primary language to speak and read |
| • Adequacy of directional signs | • Importance of activities | • Visitors with physical conditions |
| | • "Keep Wildlife Wild" message encounters | • Specific problems on visit as a result of physical conditions |
| | • Reservation service use | • Preferred ways to learn on a future visit |
| | • Quality of reservation services | • Overall quality of visitor facilities, services, and recreational opportunities |
| | • Appropriateness of current entrance fee | |

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Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents = 0
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Park

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Park

23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Park

1990

28. Canyonlands National Park (spring)
29. White Sands National Park
30. National Parks & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Park
35. Glacier National Park
36. Scott's Bluff National Park
37. John Day Fossil Beds National Park

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Park (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Park
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Park Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Park
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Park
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Park
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

- 84. Everglades National Park (spring)
- 85. Chiricahua National Park (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Parks & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

1996

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Park
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Park
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park

2003 (continued)

- 146. Capulin Volcano National Park
- 147. Oregon Caves National Park
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Park
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Park
- 155. Craters of the Moon National Park & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Park
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Park

2005

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Park
- 168. Yosemite National Park
- 169. Fort Sumter National Park
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park
- 175. John F. Kennedy National Historic Site
- 176. Denali National Park and Preserve

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

NPS D-

March 2007



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